R E P O R T R E S U M E S

ED 017 372 RC 002 313

RURAL RECREATION ENTERPRISES FOR PROFIT, AN AID TO RURAL AREAS DEVELOPMENT.

DEPARTMENT OF AGRICULTURE, WASHINGTON, D.C.
REPORT NUMBER AIB-277 PUB DATE OCT 63
EDRS PRICE MF-$0.25 HC-$2.00 48P.

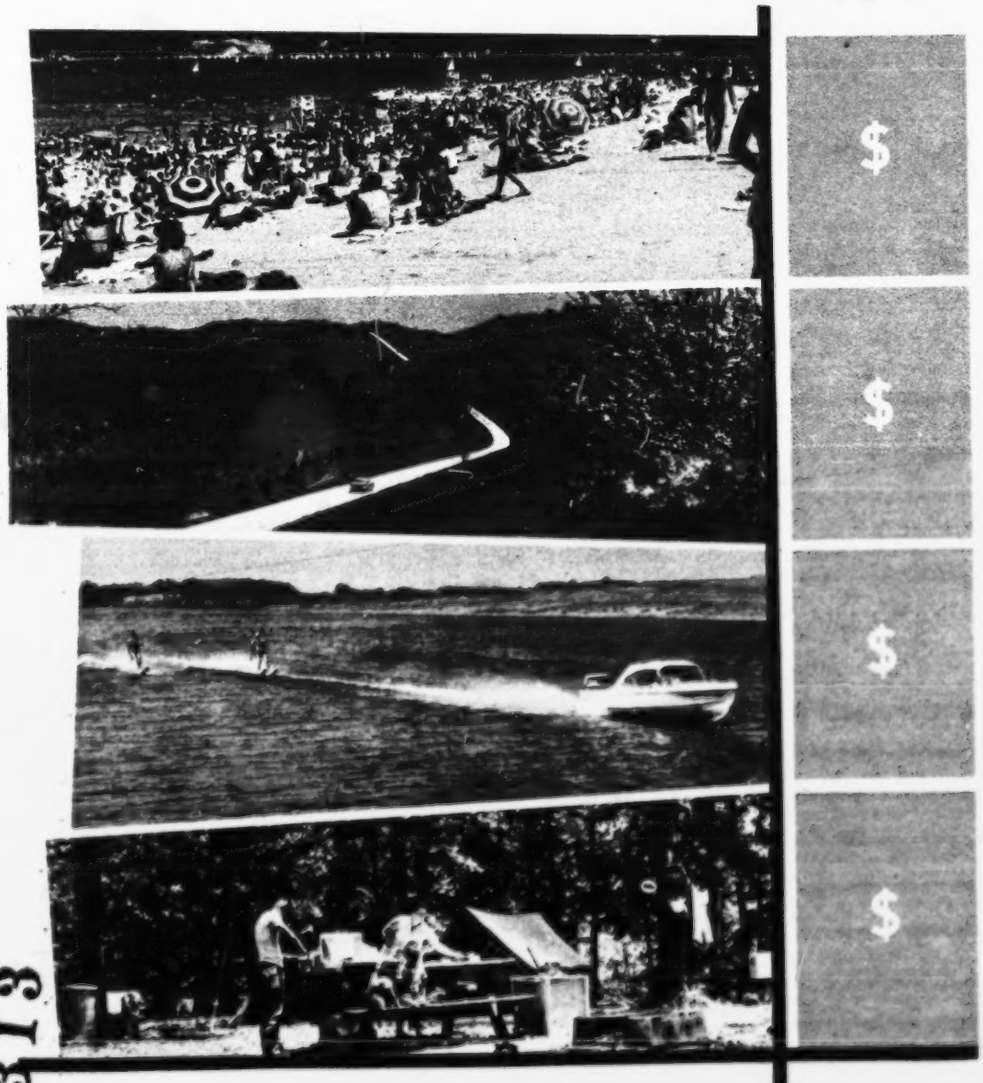
DESCRIPTORS- BUSINESS, CAPITAL, ECONOMIC DISADVANTAGEMENT, *INCOME, INVESTMENT, LOW INCOME, *OPPORTUNITIES, OUTDOOR EDUCATION, PUBLIC FACILITIES, RECREATION FINANCES, *RECREATIONAL FACILITIES, RURAL DEVELOPMENT, RECREATION, RURAL FAMILY, *RURAL AREAS, SUMMER PROGRAMS,

MANY RURAL AREAS OF THE U.S. POSSESS ENOUGH SPACE AND NATURAL ATTRACTIONS TO SERVE AS A BASIS FOR ESTABLISHING EITHER PART OR FULL-TIME RECREATIONAL ENTERPRISES. MOST OUTDOOR LEISURE ACTIVITIES CENTER AROUND WATER, HUNTING AND FISHING, ADMIRING SCENERY, AND ENJOYING THE NATURAL RURAL LANDSCAPE. THUS THE DEVELOPMENT OF RURAL RECREATION RESOURCES IS LARGELY A MATTER OF THE USE AND MANAGEMENT OF LAND, WATER, PLANTS, AND WILDLIFE. THIS BULLETIN DESCRIBES SOME OF THE OPPORTUNITIES FOR INCOME-PRODUCING RECREATION ENTERPRISES ON PRIVATE LAND IN THE UNITED STATES. ASSISTANCE IS AVAILABLE FROM THE U.S. DEPARTMENT OF AGRICULTURE AND OTHER PUBLIC AGENCIES TO DEVELOP THE NATION'S RURAL RECREATION RESOURCES. IN ANY LOCALITY, THE SEPARATE PUBLIC SERVICES AND INDIVIDUAL ENTERPRISES CAN BE COMBINED INTO A SUBSTANTIAL ECONOMIC FORCE THROUGH THE USDA'S RURAL AREAS DEVELOPMENT PROGRAM. THIS DOCUMENT IS ALSO AVAILABLE FOR $0.20 FROM THE SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402. (ES)

ED017372

Rural Recreation Enterprises For Profit

An Aid to Rural Areas Development



RC 002313

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

This bulletin is addressed to private land owners and operators. You hold the means to answer much of America's growing need for outdoor recreation.

Fun in the sun for the millions of city residents requires open space. Most outdoor leisure activities center around water, hunting and fishing or observing fish and wildlife, admiring scenery, and enjoying the natural rural landscape. Thus the development of rural recreation resources is largely a matter of the use and management of land, water, plants, and wildlife.

Nearly three-fourths of the land and water in the United States is in private ownership. This bulletin describes some of the opportunities for income-producing recreation enterprises on this private land. It tells of the assistance available from the U.S. Department of Agriculture and other public agencies to develop the Nation's rural recreation resources. In any locality, the many separate public services and individual enterprises can be combined into a substantial economic force through the USDA's rural areas development program.

So, if you have a tract of land in the country or if you are interested in acquiring one for recreation use, this bulletin will help you decide whether you want to use it to provide rural recreation for income.

Washington, D.C. Issued October 1963

For sale by the Superintendent of Documents, U.S. Government Printing Office
Washington, D.C., 20402 - Price 20 cents

Contents

	Page
Introduction	1
Recreation for sale	1
An expanding market	3
Quality in outdoor recreation	5
Recreation—a business for you?	6
The local market	6
The natural setting	7
Your aptitudes, interests, and skills	10
Labor requirements	10
Community attitudes	10
Opportunities for income	11
Vacation farms and ranches	11
Picnic and sports areas	13
Fishing waters	15
Camping, scenery, and nature recreation areas	17
Hunting areas	19
Shooting preserves	21
Cottage and recreation sites	23
A matter of money	23
Projecting capital investments	24
Estimating costs and returns	24
Financing	24
Legal angles	25
Land and facilities	26
Your plan—a blueprint for development	26
Installing the plan	27
The business angle	33
Hunting and fishing privileges	33
Membership clubs	33
Cooperative arrangements	33
What to charge	34
How to advertise	35
Dealing with customers	36
Maintenance of grounds	36
Keeping abreast of changes	37
Community development	37
Profit in variety	37
Public service projects	38
Organize for action	39
Appendix	40
Financial statements for recreation enterprises	40
Sources of aid and information	42

Most recreation seekers gladly pay for good accommodations on private land, as at this manmade lake equipped for boating, swimming, and fishing.

Rural Recreation Enterprises for Profit

By the United States Department of Agriculture

Introduction

A new product for America's farmlands and open spaces is *outdoor fun* for city people who don't have room to play, hike, swim, camp, and the like on their own grounds or in nearby parks.

The demand for open space for outdoor recreation is multiplying with each passing season. And urban residents are willing to pay for the privilege of enjoying outdoor activities on private land.

If you operate a farm or ranch, chances are you can provide some form of outdoor recreation to paying guests. In fact, almost any piece of rural land accessible to potential users can be converted to some form of recreation use. Golf courses, playing fields, ponds, woodlands or groves of trees for picnic areas and campgrounds, and wildlife habitat can be established on open land with suitable soils.

If within reach of a paying market, sale of recreation privileges may prove more profitable than producing such crops as wheat or cotton, grazing livestock, or cutting timber. With careful planning you may be able to accommodate recreationists on the same land that produces farm crops. By multiple use you add a new paying enterprise to your farm or ranch. Or, you may turn idle land into an entirely new business in your community.

Serving vacationers and weekend pleasure seekers, however, is for most people a new and tricky kind of business. You will want to judge your situation carefully—your market, your land and water resources, and your own aptitudes—before investing heavily in a recreation enterprise for profit.

Recreation for Sale

Many farmers, ranchers, and other rural residents in all parts of the country have already discovered that people from cities and towns will pay well for good recreation services and facilities.

Here are some of the kinds of recreation country people are selling or renting in steadily increasing volume:

Vacation farms and ranches

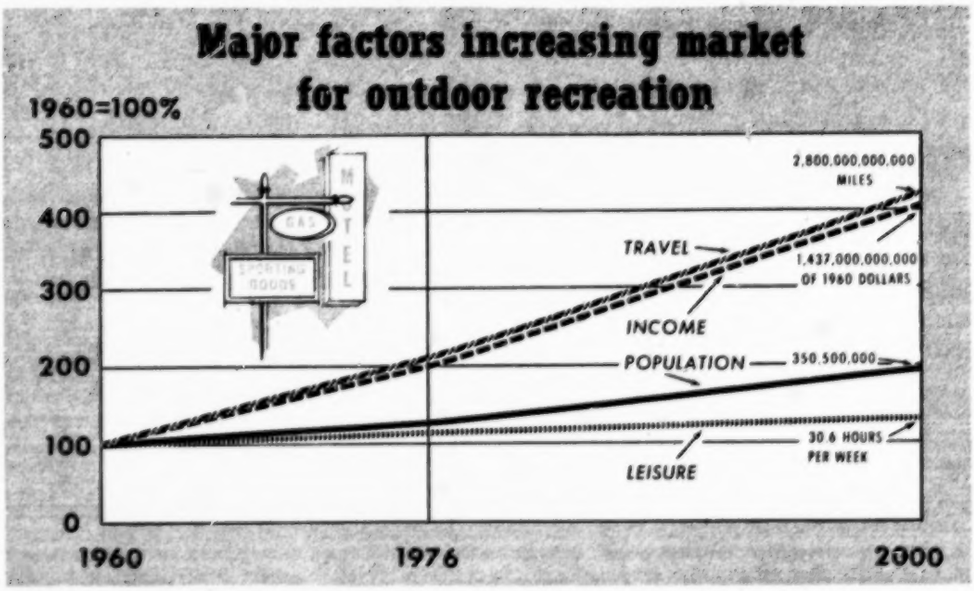
Simple country living, usually called "farm vacations," by the week, month, or season. Basically, the services consist of living quarters, meals, and an opportunity to observe or take part in farm activities.

Ranch or "cowboy" activities on working ranches in the West or dude ranches in all parts of the country.

Lodging and meals for vacationers attracted by nearby facilities such as hunting and fishing, swimming, boating, scenic or natural attractions.

Horseback riding, hayrides, rodeos, and similar "country" activities for guests or vacationers.

A roadside invitation to picnic, swim, and camp on private land at moderate cost is one answer to the search for outdoor recreation.



Farm products, such as fruits and nuts, vegetables, cider, and handicrafts to guests and tourists.

Picnic and sports areas

Picnicking on improved grounds with shade, water, tables, fireplaces, and similar facilities.

Swimming in farm ponds or natural waters on private land; use of beaches, bathhouses, umbrellas, skindiving equipment.

Boating on private waters; boats, motors, docks and ramps serving either private or public waters; gasoline and supplies.

Games and sports, such as baseball, archery, tennis, golf; use of grounds and equipment.

Horseback riding by hour or day; use of stables, trails, equipment.

Winter sports; use of ski runs and jumps, lifts and tows, toboggan slides, snowshoe trails, ice for skating, warming house, equipment.

Fishing waters

Fishing in farm ponds, reservoirs, or natural waters on private land.

Access to public waters and use of boat docks, cabins or campsites, and parking areas.

Boats for sale or rent.

Supplies—bait, ice, food, gasoline, and equipment.

Hatchery fish for stocking; minnows, crayfish, and other live bait.

Camping, scenery, and nature recreation areas

Campgrounds, with tent sites for overnight stops or extended camping, sanitary facilities, shade, wood, water.

Trailer camps, some with individual connections for electricity, water, sewage.

Supplies—groceries, ice, gasoline.

Access to scenic attractions, choice wildlife habitats, protected natural areas, hiking and horseback riding trails, and the like.

Guide service for pack trips, mountain climbing, exploring, fishing, hunting, and sightseeing.

Outfitting for camping, canoeing, boating; riding and pack horses.

Hunting areas

Hunting privileges on private land either on individual farms or ranches or on groups of properties managed cooperatively.

Board and lodging for hunters.

Equipment and supplies—vehicles,

saddle or pack horses; camping equipment; guns and ammunition.

Blinds and decoys for waterfowl shooting.

Dogs for rent to hunters; or board, training, and care of hunters' dogs.

Dressing and storing game.

Guide services.

Shooting preserves

Hunting of pen-raised game, with guaranteed shooting; handler and dogs usually supplied as part of service.

Dressed game for sale; dressing and storing game.

Meals for clientele.

Cottage and recreation sites

Building sites for cottages, summer homes, and similar recreation developments.

Cottages or camp sites.

Access rights to lakes, streams, natural areas, and the like.

An Expanding Market

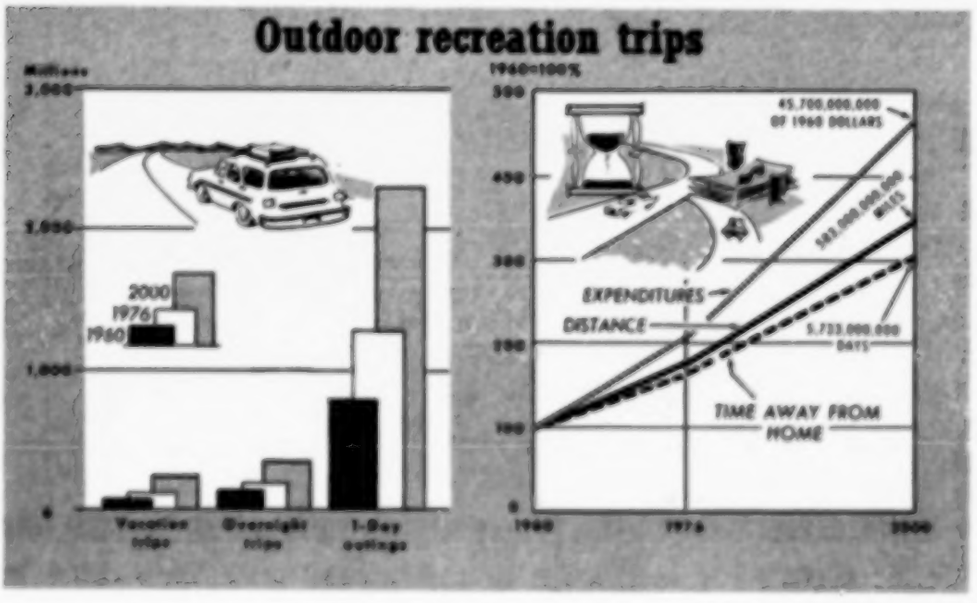
The market for recreation services and facilities is growing rapidly. The Outdoor Recreation Resources Review Commission (ORRRC) in a 3-year study, reported in 1962, concluded that the demand for outdoor recreation would double by 1976 and triple by the year 2000.

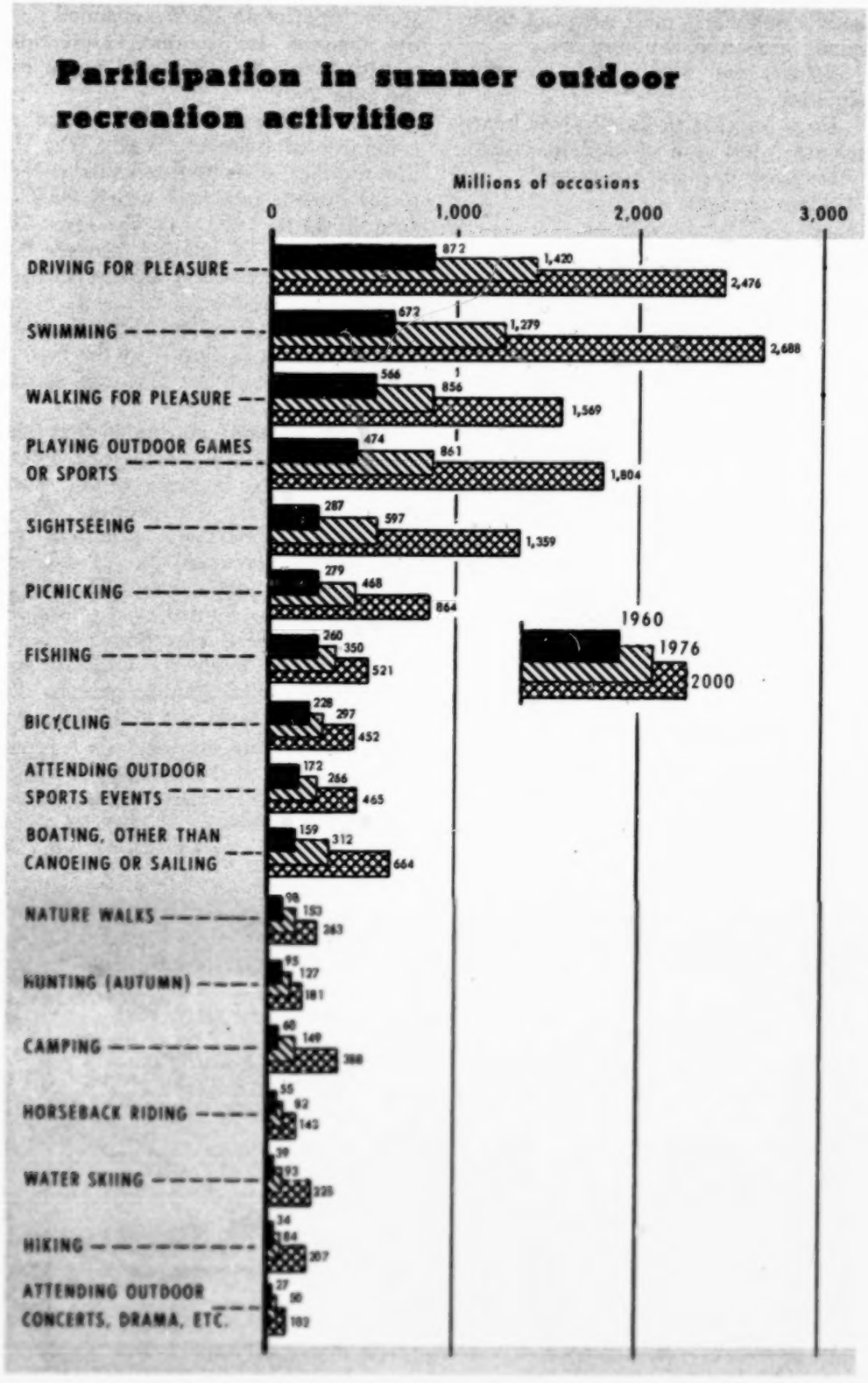
This, it found, would continue a trend started following World War II. The number of recreation visits to National Forests increased nearly sixfold from 1940 to 1960. In the same 20 years the sale of hunting licenses increased 56 percent and fishing licenses 90 percent.

Other types of outdoor recreation are increasing too, as shown by the booming sale of tents, boats, skis, and sporting goods.

The Commission concluded that this trend is the result of four major factors, all expected to increase at an even greater rate in the years ahead. They are: (1) *Population*, expected to double by the year 2000; (2) *disposable income*, to quadruple; (3) *leisure time*, to increase a third; and (4) *auto travel*, to increase more than fourfold.

The survey made by ORRRC revealed that 130.5 million persons 12 years or older took part in 17 different outdoor activities on 4⅓ billion separate occasions in the summer of 1960. Participation in these activities is expected to increase to 7½ billion occasions in 1976 and to 14⅓ billion in




Participation in summer outdoor recreation activities
Millions of occasions
0
1,000
2,000
3,000
DRIVING FOR PLEASURE
872
1,420
2,476
SWIMMING
672
1,279
2,688
WALKING FOR PLEASURE
566
856
1,569
PLAYING OUTDOOR GAMES OR SPORTS
474
861
1,804
SIGHTSEEING
287
597
1,359
PICNICKING
279
468
864
FISHING
260
350
521
BICYCLING
228
297
452
ATTENDING OUTDOOR SPORTS EVENTS
172
266
465
BOATING, OTHER THAN CANOEING OR SAILING
159
312
664
NATURE WALKS
98
153
283
HUNTING (AUTUMN)
95
127
181
CAMPING
60
149
388
HORSEBACK RIDING
55
92
143
WATER SKIING
39
193
328
HIKING
34
84
207
ATTENDING OUTDOOR CONCERTS, DRAMA, ETC.
27
90
192
1960
1976
2000

2000 provided there are facilities to meet the demand.

In six activities the rate of participation is expected to increase more than fourfold by the year 2000. They are *hiking*, to 611 percent of the 1960 rate; *water skiing*, to 576 percent; *camping*, to 545 percent; *sightseeing*, to 474 percent; *boating*, to 417 percent; and *swimming*, to 400 percent.

Expenditures for outdoor recreation trips including vacations are expected to increase from $9.8 billion in 1960 to $20.1 billion in 1976 and to $45.7 billion in 2000, an increase of more than 4½ times in 40 years.

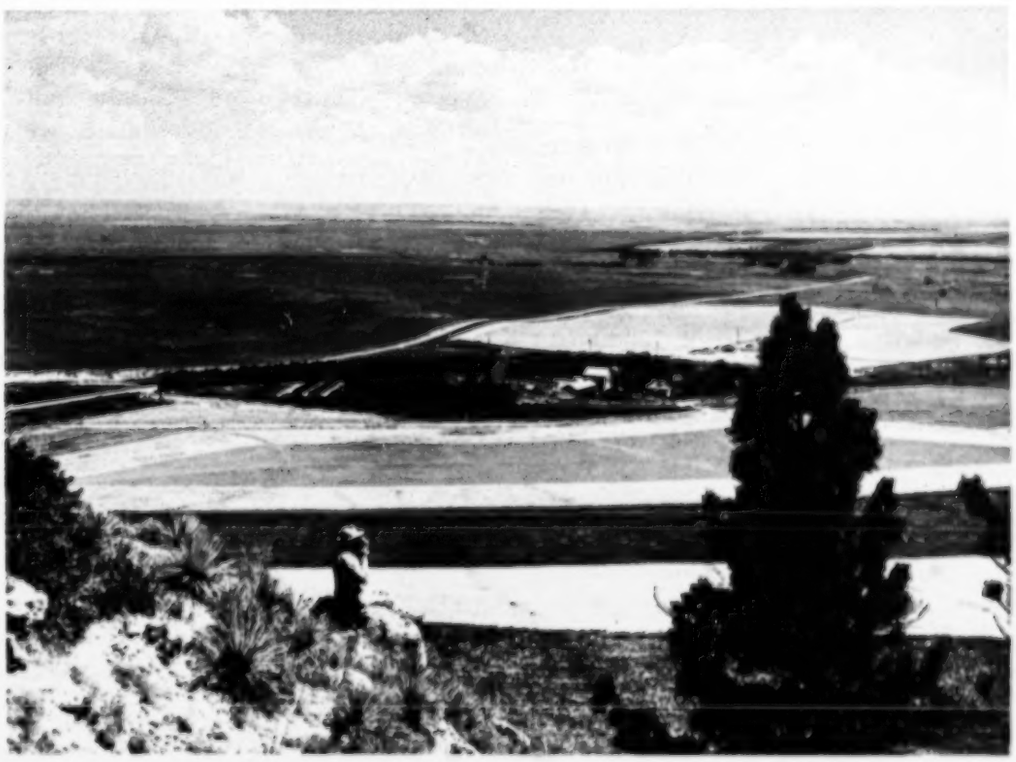
All these are activities that usually take people to the country and that can be provided for on private land or water. As public facilities tend to become more and more crowded, those on private land will have greater appeal to this expanding market. This will be especially true where extra services are provided that are not found on public land.

Quality in Outdoor Recreation

Undoubtedly, the peculiar appeal of outdoor recreation is largely in escaping from the pressures of crowded city life and enjoying the quietness, freshness, and naturalness of open spaces. In a special study of user satisfaction with outdoor recreation areas, the ORRRC found "relaxing" the activity most widely engaged in, and "crowding" one of the most frequent reasons for dissatisfaction.

Although many people seek a place to engage in vigorous outdoor games and sports, the most popular activities are the quiet ones that give opportunity for observing and appreciating one's surroundings. The 10 most frequently reported in the ORRRC survey were, in order, relaxing, picnicking, swimming, sightseeing at stops, walking to scenic points, photography, sunbathing, camping, sightseeing from car, and trail hiking.

The outdoors is basic to the Ameri-



The quiet activities that take people into the wide reaches of rural America are the most popular forms of outdoor recreation.

693-616 O—63——2

can tradition. Although most people today live in cities and towns, most are only briefly removed from the pioneering experiences of their forefathers. Children and grownups alike, when given the opportunity, turn with fascination to the natural world around them. The main appeal of outdoor recreation seems to be the opportunity to relive in some small way traditional pioneering experiences and to renew contact with the original environment of man—the unspoiled outdoors.

If you hope to attract people to your vacation farm or ranch or to your picnic or campground or other recreation area, and have them return, you need to keep the natural beauty and character of the rural landscape. Service facilities should blend into their surroundings and your clients be spared from the distractions of undesirable noises, flashing lights, and gaudy billboards. The quality of the surroundings and recreation activities you offer will have a great deal to do with the success of your effort.

Recreation—A Business for You?

It is plain that recreation is an expanding business nationally. But is it one that could be profitable for *you?*

ORRRC sent questionnaires to more than 4,000 private operators of outdoor recreation facilities and analyzed 117 different listings of farms offering vacation opportunities.

They found that some fishing camps, hunting lodges, and various kinds of resorts have prospered. Some vacation farms and dude ranches have had long and pleasant experiences in serving city visitors.

But such general information will not answer your individual questions. Unfortunately, there is not enough information so far on how much use people would make of different kinds of recreation facilities in different parts of the country, or how much they would be willing to pay for the services.

You will need to size up your own situation locally to decide whether you want to add a recreation enterprise. Your local chamber of commerce, soil conservation district, rural-areas development committee, and agriculture and conservation workers can help answer your questions. People already engaged in the recreation business or in selling supplies and equipment can also give helpful information. Here are some of the points you will need to consider.

The Local Market

You can get some idea of the number of potential customers from data on the population of nearby cities, traffic loads on highways, and the crowds at private facilities and public recreation areas already in your vicinity.

Nearness to population and highways

ORRRC found that more than half the people taking vacations travel less than 250 miles from home. Persons making 1-day trips for recreation travel an average of 35 miles each way. Those spending a night away from home travel about 75 miles each way. To cater to 1-day recreationists, therefore, you need to be within an hour's drive of them. Campgrounds and other facilities intended for overnight use or longer stays can be farther away. Facilities for overnight stopovers on vacation trips should be near major highways.

Other private enterprises

Other private enterprises already available may either help or hinder yours. If the population is sparse, dividing the customers may make all the enterprises unprofitable. If the potential market is large, the others may help attract additional customers. Studying the success of existing enterprises should help you judge your chances.

Most vacationers are basically sightseers. Attractive scenery adds to the appeal of rural land for recreation.

Public facilities nearby

You should also study the public recreation facilities nearby and talk to their managers. Often private campgrounds and other recreation facilities can attract users near similar public facilities because private operators can better control numbers and avoid overcrowding. Also, you may be able to offer attractions not provided on the public grounds. Or, you may be able to provide lodging, guide services, or other accommodations to persons who come to enjoy unique scenery, hunt big game, or make other uses of public land. The joint use of public and private land often makes possible a successful private recreation enterprise.

The Natural Setting

Land and water, climate and scenery, or farm or ranch activities, wildlife, and natural areas are essential to successful rural recreation facilities. You need to take a close look at your natural setting before you decide what to do.

Scenic and historical attractions

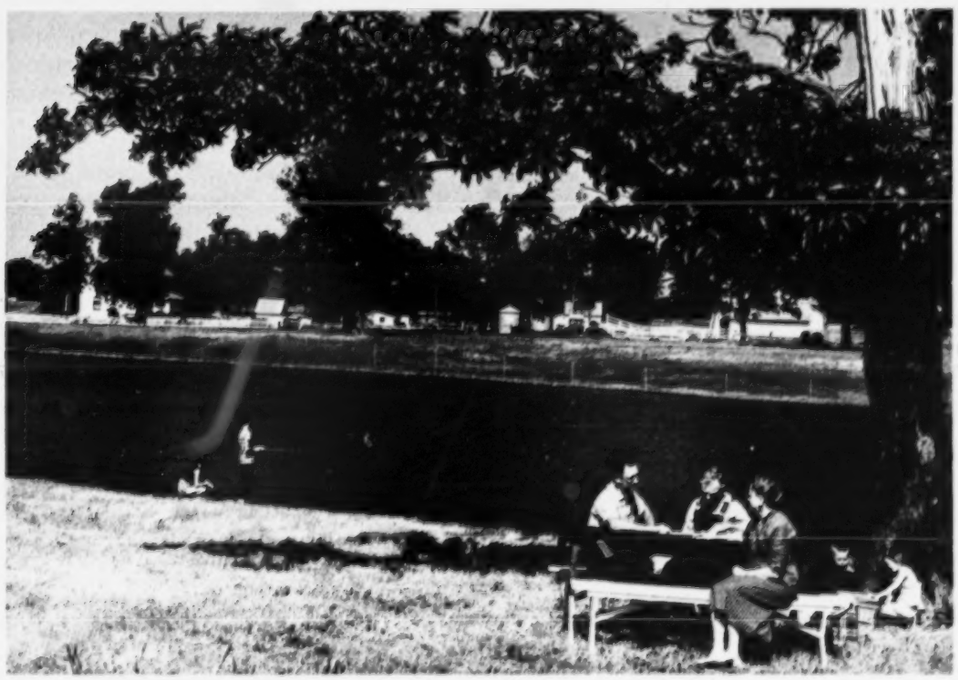
Whether on a Sunday drive or a month's camping trip, most recreationists are looking for "something worth seeing." Hunters, fishermen, swimmers, and boaters are sightseers too.

If you have a scenic or historical attraction in your neighborhood, it will help draw customers. It may be a national battleground, a spectacular waterfall, a cave, a canyon, or merely an expanse of open field, a tree-covered hill, or water in a pond or stream. It does not have to be on your own land, but you will want to plan your operation to take advantage of its presence. You may be able to use natural attractions or create unusual conditions to appeal to special types of customers, such as artists, photographers, or musicians.

Water

If you have an attractive stream, lake, or shoreline on your property, you have an advantage to start with. If not, you

Private waters provide an increasing share of the nation's sport fishing. A well-managed pond can support heavy use.



A general farm, especially one with a pond, provides many pleasures for a quiet family vacation away from the city.

may be able to build a pond or reservoir. Be sure to get professional opinion on the suitability of your site, feasibility of design, and probable cost before basing your plans on a pond or reservoir.

For picnic areas, campgrounds, or other facilities to serve a lot of people, you need an ample source of drinking water. Conservation engineers and local well drillers can give you information about availability of ground water.

Soils and geology

The kinds of soil you have may dictate the type and location of recreation facilities on your property just as they do your crops. Some soils are not suitable for building sites, campgrounds, play areas, or sewage disposal. Underlying rock formations may determine whether water for drinking can be kept free of contamination.

You will find a soil survey and the information a soil specialist can give you helpful in planning a recreation enterprise. You can get this information from the local soil conservation district office. If a soil survey report of the county has been published, land owners and operators can get a copy from their county agent or their local Soil Conservation Service office.

Plant and animal life

The kind of plant and animal life you have, or can develop, on your land has a great deal to do with the kind of recreation enterprise you can operate.

A soil survey map will help you decide. If you follow the recommendations of local foresters, soil conservationists, or landscape planners, you generally can establish adapted species of plants for ordinary recreation use—shade for campgrounds, turf for golf courses, or game food and cover, and the like.

Besides game and sport fish, other kinds of wildlife are valuable to recreation areas. Most people enjoy seeing and hearing birds and other animals

Choice wildlife habitats, like this marsh, bring many people back to the same area year after year to observe animal life.

in their natural environment. Many campers return again and again to an area where they have seen a cub bear, big deer, or unusual birds.

Areas with plant and animal life undisturbed by human activity are of special interest to students of natural history, bird watchers, and many others. For many city people, well-tended fields and pastures of operating farms are equally attractive. Spectacular fall foliage, spring flowers, or aquatic and marsh plants also have strong appeal.

Farm and ranch activities

To many city dwellers, the everyday routine of farm or ranch life is fascinating. The chance to observe or participate in normal workday operations may be the main attraction of vacation farms and dude ranches. Dogs, chickens, cattle, horses, and other farm animals attract city dwellers, especially those with children. Many people who grew up in the country would like their children to have some of the experiences of their own childhood.

A review of your regular work activi-

Many city people want their children to experience farm work such as their parents or grandparents did in growing up. A vacation on a farm or ranch provides the opportunity.

ties may suggest ways to entertain paying guests without disrupting your going business. Or, you might consider staging such special events as hay rides or rodeos for recreation seekers.

Your Aptitudes, Interests, and Skills

As a farm or ranch operator or a prospective proprietor of a recreation business, what are your personal interests, aptitudes, and skills in recreation management? Assuming that you have a natural setting that permits a choice among several kinds of recreation enterprises, what type would best suit you, your family, and community?

If you enjoy meeting people and helping them enjoy themselves, you have a good basis for operating a vacation farm, dude ranch, resort, or lodge. Superior ability at home cooking or at supervising meal preparation is also important.

Experience gained on a farm will be helpful in many types of recreation activities. Familiarity with the outdoors and living creatures is invaluable to the operator of a shooting preserve, fishing waters, campground, or facility that serves hikers, nature students, and the like.

The ability to manage time, labor, and capital efficiently is as important in the recreation business as in any other. Also, some types of recreation enterprises require attention day and night. You and your family may need to schedule "office hours" to render pleasing service to a demanding public that sometimes includes difficult people.

Labor Requirements

How much labor will your new enterprise take? And how much family labor can you put into it? Your labor supply may determine the type and size of recreation enterprise you want to undertake. If it would require hiring labor during peak periods, consider whether it would be readily available and at what cost.

How seasonal labor needs fit in with your other work should also be considered. It may be advisable to revise your other work to avoid conflict.

Community Attitudes

Community attitudes can affect your recreation enterprise. A friendly attitude that welcomes visitors to the area and helps them enjoy what it has to offer will help bring satisfied customers back year after year. You need to be aware if there is skepticism among your neighbors that would make recreationists feel unwelcome. If there are such attitudes, you will need to work with community leaders to gain support for recreation as a community business as well as an individual enterprise.

Your recreation enterprise will bring new dollars into the community—to auto service stations, restaurants, gift and craft shops, and many others. It will bring new jobs. It can create new friendships and new appreciation between city and country people.

Your chances of success are better if there are other enterprises that sup-

port one another. A vacationer seldom finds all the recreation he wants at one place. Your customers will look for other activities nearby. A cluster of complementary recreation facilities in the same community adds to the success of each.

The community contributes in many ways to the success of a recreation project. It may be necessary for you to work with community leaders to improve certain services—sanitation, police and fire protection, roads—to provide a suitable environment for your recreation business.

Opportunities for Income

The following sections review special requirements for seven types of recreation enterprises and tell some of the things that contribute to their success. They also summarize some available facts on costs and returns and show something of the opportunities for profit.

Vacation Farms and Ranches

More and more city people are discovering that they can enjoy a refreshing vacation by spending a week or more on one of the many farms and ranches that take in paying guests. The charges are moderate, as vacations go, yet they can add income to the farm or ranch business.

City children get acquainted with cows and other farm animals on a vacation farm. (Courtesy—Ohio Department of Development)

Private swimming beaches and nearby picnic and sports areas in pleasant rural surroundings compete successfully with more crowded metropolitan facilities.

The appeal of "farm vacations" rests on (1) release from the confinements of city life, (2) the opportunity to return to "the great open spaces," and (3) the mystery and fascination that farming holds for most modern city-bred Americans. Ranch life has the added appeal of Western atmosphere, work with horses and livestock, and "cowboy living." Dude ranches in the East, South, and Midwest create this atmosphere for their guests.

As mentioned before, parents especially appreciate the opportunity for their children to experience country life. Some vacation farms make special arrangements to care for school-age guests without their parents.

Costs and returns

Operators of vacation farms and ranches ordinarily charge by the week or month for board and lodging and whatever recreation privileges they have. Rates vary widely according to the accommodations and services provided, commonly within the range of $25 to $50 per week (table 1).

An example is a 220-acre northeastern dairy farm that returned a net income to family labor and management of $2,050 from summer vacationers (see appendix, example 1).

For room and board the guests pay $35 to $50 a week for adults and $25 to $35 a week for children, depending on the season. A maximum of 12 guests can be accommodated at a time.

Major expenses are for food, supplies such as towels and bedding, utilities, and liability insurance. Part of the food is produced on the farm. Extra labor is hired at times to help with cooking and laundry.

Looking after the visitors, especially children, managing the business, and keeping the enterprise operating smoothly takes some of the farm operator's time and necessarily detracts from the regular dairy income.

Special requirements

A vacation farm needs to be within a day's drive of a large city and in a climate comfortable for working and playing outdoors. There should be a good highway within a few miles and a town nearby where guests can get personal necessities, automobile service, and medical care. A farm or ranch with superior attractions can draw vacationers to a more remote or more rugged location.

Farms with diversified activities seem to be best—that is, those producing both crops and livestock, and those having both fields and woodland. The scenery should be pleasing but need not be exceptional. A "quiet" place is more important than spectacular views, although outstanding scenic and historical features nearby help attract customers.

TABLE 1.—*Average rates charged on vacation farms* [1]

Region	Farms	Average charge per week		Average each farm can accommodate	Average distance to large city
		Adults	Children		
	Number	*Dollars*	*Dollars*	*Number*	*Miles*
North Atlantic	41	44	28	11	125
South Atlantic	11	42	26	10	149
Other States	11	39	26	5	162

[1] Rural Recreation: A new family-farm business. Report of Task Force on Income-Producing Recreation Enterprises on Farm Land. 1962. U.S. Dept. Agr., 56 p.

Some vacation farms cater to the special interests of a particular clientele, such as artists, musicians, or photographers.

Many farms and ranches can be adapted to vacation use without any additional facilities. But yours may need additional sleeping quarters and sanitary facilities, and a dining area. If not extensive, you may be able to make the needed additions yourself.

Keep in mind that if guests are to return, they must be comfortable by their own standards. You will need to provide indoor entertainment in bad weather and for those who are interested mainly in quiet relaxation. This calls for reading materials and good light, card tables and cards, radio or TV, children's games, and the like.

Barns and other farm buildings can be used for guests' activities. Picnic tables and fireplaces are desirable. A pond for swimming, boating, and fishing; horses; access roads and trails for walking and riding; and outdoor games increase the activities and pleasures of guests.

Good home-cooked food is a primary attraction of vacation farms. Someone in the family must be a superior cook, or you will need to hire one.

The water supply, food, and living conditions must meet the health and sanitary standards of your State and locality as well as satisfy your guests. You will also need adequate liability insurance.

You and your family must honestly like to have people around and enjoy meeting and visiting with strangers if you are to make a success of a vacation farm or ranch. You will need a knack for good conversation and the ability to plan interesting activities for your guests. You will need skill in guiding their participation in farm or ranch activities, such as milking, feeding and caring for animals, haying, fruit picking, and possibly arts and crafts. You will also need to know about nearby attractions.

Picnic and Sports Areas

Picnic and sports areas sometimes offer good opportunities for supplemental income near large population centers. In fact, under favorable conditions, such developments may provide a full-time business.

This type of enterprise usually offers

693-616 O—63——2

a combination of recreation facilities, often for part or all of a day. You can charge for the facilities either separately or as a package on a daily fee basis.

Costs and returns

An example of income possibilities for picnic and sports areas comes from a dairy farm near a midwestern population center of about half a million people. The recreation area occupies 25 acres on the 600-acre farm. A clubhouse provides facilities for banquets and regular food service. A small lake provides swimming, fishing, and boating. There are areas for picnics and for such sports as volleyball, tennis, and horseshoe pitching. Visitors come mostly from the nearby city.

Gross annual income in a recent year amounted to about $10,000 (appendix, example 2). This was from individual admissions, meals, refreshment stand sales, boat rentals, and rentals of sports equipment, and at times rental of the entire facility to groups.

Most of the investment for the recreation enterprise is in the land, clubhouse, and lake. Hired labor to handle the crowds, cook and serve meals, and provide the other services is the biggest expense. Since the operator spends most of his time running the dairy farm, he hires most of the labor. Because of the high labor cost, the net income for labor and management amounted to only $950 for the year.

Special requirements

Picnic and sports areas usually should be within an hour's drive of a city or a group of towns with a population of 50,000 or more. The property needs to be on a good highway and have a safe road leading to a well-maintained parking lot.

The center of activity is usually a body of water—a lake, stream, or bay. If you do not have the water, a good site for impounding it is one of the most important points to consider.

Plenty of room, shade, and simple facilities make an attractive picnic area that satisfies customers who want to get out into the country.

A playing field for volleyball or other outdoor sports can easily be provided adjacent to picnic areas.

The size of the water area will govern the kinds of activities and number of people you can accommodate.

Picnic areas need trees for shade. Pleasing scenery is important but it need not be exceptional. Basic facilities for picnic areas are tables, fireplaces, shelters, toilets, garbage and refuse disposal, and water supply.

You need suitable terrain for each kind of sport: level ground for baseball and tennis, for example; steep slopes and adequate snow for skiing. Playing fields and spectator stands are needed for some sports. Participants in winter sports want comfortable indoor accommodations nearby.

You may also want buildings for meetings, dining, and indoor games.

Homegrown sweet corn, watermelons, poultry, and the like can be served or sold for group picnics and barbecues. Horses or ponies can provide kiddie rides and other domestic animals other interesting attractions.

You need to be sure of an adequate source of electricity for the size of enterprise you plan. Drinking water and sanitary waste-disposal facilities may require official approval. Your enterprise must meet requirements of State laws and regulations, including those pertaining to water rights and uses and to public health and safety. Some require lifeguards for swimming areas. You will need adequate liability insurance.

For this type of operation you need to be tolerant of people and their behavior and be able to handle crowds. You have a further advantage if you can supervise games, coach sports, prepare barbecues, and manage other recreation activities.

Fishing Waters

If you have land that adjoins public water—lake, river, bay, or ocean—or that has a stream running through it, you can offer access privileges for a fee. If you raise fish in private water, you can sell the fish or the privilege of catching them.

Add the sale or rental of boats, motors, tackle, bait, and supplies, and you may have a sizable business. Associated needs of fishermen such as lodging, meals, ice, freezer locker offer additional income opportunities.

You would be wise to check on the supply and demand of both private and public fishing within a radius of 25

miles or more before deciding on this type of enterprise.

Costs and returns

The nature of a fishing enterprise is illustrated by one on an 85-acre midwestern cash-grain farm near a city of about 500,000 people. Two lakes are used, one for warm-water fish—bass, perch, bluegills, catfish—and another for trout. The operator purchases fish and stocks the lakes each week during the season from about March 1 to November 1. Family groups make up a large part of the visitors.

The net income to labor and management was over $2,800 (appendix, example 3). Most of the $13,500 gross income was from fees for fishing—$1 per pole for warm-water fishing and $3 per pole for trout fishing. Bait and tackle sales, boat rentals, and snackbar sales of food and beverages accounted for the remaining income.

Special requirements

The best opportunities for selling fishing privileges on a pond or lake are within an hour's drive of cities or towns of 50,000 or more. Exceptional fishing on a stream or natural body of water will draw customers a greater distance. Fee fishing should be within a few miles of a good highway and have an all-weather access road.

Success of fee fishing depends on the success of the users in catching fish and their satisfaction with the surroundings. This means you must have plenty of fish of good size. If you do not already have suitable water to produce superior fishing, you must at least have a site to build a manageable lake or a stream you can improve.

A fishing lake can be 3 to 20 acres in size. Two or more small lakes are usually better than one large one.

You need an adequate and safe parking area within 300 feet of the water. The area between the parking area and water should be protected from erosion

Exceptional stream fishing will draw clients from long distances to enjoy the classic sport of angling amidst rushing water and superb scenery.

Fishing barges, boat docks, and other facilities add to the business of a private fishing enterprise.

and be maintained in a safe and attractive manner.

Fishing platforms and fish cleaning tables and other facilities such as a picnic area, snackbar, and counter for sale of equipment and supplies help attract customers.

Most States have laws and regulations governing the production and sale of game fish in private enterprise and concerning water developments, sanitary facilities, and the like. You need to consult local authorities on all these points.

If you are going to operate a fishing enterprise, you will need to know how to care for fish and manage water for good fishing. Friendliness and the ability to "talk fishing" with customers is helpful, although some small enterprises can be set up so customers deposit their fees under the "honor" system.

Camping, Scenery, and Nature Recreation Areas

Family camping, hiking, and nature study are among the most rapidly growing outdoor activities today. Private campgrounds are proving increasingly popular, especially in areas not ade-

The small fishing enterprise can be set up to operate on the honor system without an attendant.

Horseback riding, hiking trails, and interesting natural areas nearby, or on adjoining public land, add to the popularity of private campgrounds.

quately served by public campgrounds.

Private campgrounds serve two types of clientele—travelers stopping overnight en route and vacationers, most often families, seeking a quiet place to camp for several days.

Scenic and nature areas attract campers and also noncampers who prefer to live in lodges, motels, or farm or ranch homes while they enjoy these outdoor attractions. The owner of such attractions, or of accommodations near them, can often build a profitable business around their use.

Costs and returns

Cabin rentals provide most of the income from a scenic recreation area on a 144-acre general farm located 90 miles from a large city in the Northeast. The net income of $3,100 in 1961 was slightly more than from the other farming operations (appendix, example 4).

The farm adjoins a 300-acre lake owned by the State. The enterprise started with the construction of a small cabin for rent. During the last 14 years it has expanded to eight cabins equipped with kitchenware, heat, electricity, running water, and bed linens. The season covers 10 weeks. Charges range from $25 to $75 per week for a cabin, depending on the season, accommodations, and number in the party.

Meals are also served in the farm home by the operator's wife. Candy, cigarettes, cookies, soft drinks, and milk are sold in a small snackbar, and boats are rented for use on the lake.

Special requirements

Quality of landscape is more important to these areas than to any other type of outdoor recreation enterprise. You need good scenery either on the property or within view of it. Special attractions on the ground or nearby help attract customers—national forests, historic sites, hiking or nature trails, horseback riding, boating or canoeing, fishing streams, big-game areas, bird rookeries, and interesting plant and animal life. You may have access to such attractions on public land

if your property is near a public forest or park, wilderness area, wildlife refuge, or large body of water.

The main requirement for campgrounds for overnight use is a convenient location on a well-traveled tourist highway. The necessary facilities for overnight camping can be developed on almost any site of suitable terrain and soil.

Ordinary scenic and nature areas need to be within a day's drive (300 miles) of a major population center to draw customers. The more distinctive ones, such as those with unique geological formations or exceptional scenery or natural areas, can be almost anywhere. A good highway within a few miles is important. An area far from cities or towns needs an airport or landing strip nearby. Except for overnight campgrounds, the area should be several hundred acres in size, unless it is adjacent to usable public land.

A campground should have trees for shade, fairly level or gently sloping ground for tent or trailer sites, soil suitable for sewage disposal, and suitable ground cover. Access to a lake, stream, or other body of water is an advantage.

BIGGIN CHURCH
PARISH CHURCH OF ST. JOHN'S BERKELEY, FOUNDED BY ACT OF ASSEMBLY NOVEMBER 30, 1706. CHURCH ERECTED IN 1712. BURNED BY FOREST FIRE IN 1775 AND RESTORED. BURNED BY COL. COATES OF THE BRITISH ARMY IN 1781 AND AGAIN RESTORED. BURNED AGAIN BY FOREST FIRE ABOUT 1886. GEN. WILLIAM MOULTRIE AND HENRY LAURENS WERE AMONG THE VESTRYMEN OF THE PARISH.

Historic sites add to the drawing power of rural recreation areas.

Facilities needed are similar to those needed for picnic and sports areas. For overnight guests, campgrounds also need laundry rooms, showers, and electric outlets. A camp store offering groceries and supplies can bring added business.

To operate enterprises involving natural history and nature trails, you need to be experienced in outdoor living and have an intimate knowledge of the flora and fauna of your area. Skill in handling horses and in boating, hunting, fishing, or other like activities is helpful. As in other forms of recreation, a friendly attitude toward strangers is essential.

Hunting Areas

Most farms and ranches produce game of one kind or another in amounts that offer hunting opportunities. Although the wild game on your land belongs to the State, you may charge for the privilege of entering your property to hunt. In most cases, hunting interferes little with normal farm or ranch operations. In response to a growing demand, more and more landowners are marketing hunting privileges.

You can offer other services to enlarge your recreation enterprise. Among the possibilities are board and lodging for your customers; sale of hunting supplies and equipment; rental of vehicles, saddle and pack animals, camping equipment, and hunting and retrieving dogs; and guide services.

Hunting usually is a secondary source of income on a farm or ranch. It is carried on for only a few weeks in the fall and utilizes land devoted primarily to crop production, grazing, or forestry.

The privilege of hunting wild game on private land can be granted in many forms. Where land holdings are small and upland game is the crop, owners can combine their properties into a single hunting area and lease it to a group of hunters. Or, they can sell permits by the day to individual hunters. The rate will depend on the availability of game. The expense of such

Most upland game hunting is on private land. If individual properties are too small, a group of landowners can join in operating a hunting area.

an operation is usually small and consists largely of habitat improvements to increase the game.

Big-game hunting provides additional income to farmers and ranchers in a number of ways, including fees for the privilege of hunting, room and board, guide service, and pack trips. The charges are often on the basis of providing all services by the day or for a number of days. The owner may grow food on open areas or do other things that make game accessible to hunters. Other expenses are for cabins, food service, pack trains, and any additional services provided. This enterprise is often combined with summer fishing so the same facilities can be used for a greater part of the year.

A third kind of hunting area is for shooting migratory waterfowl. The landowner provides shooting sites near large bodies of water either on his land or adjacent to it. He may improve wetlands or flood fields to make them attractive to waterfowl. He may construct pits and blinds or lease land to individuals or groups who install them. Rental varies with the desirability of the location and is charged by the day per blind (as $10) or by the season (as $100).

Special requirements

Farm game and waterfowl hunting areas generally need to be within about 2 hours' drive (60 to 100 miles) of cities of 20,000 or more. Hunters will go longer distances if meals and lodging are provided. Distance does not matter a great deal if you can offer unusual species, such as bighorn sheep, elk, deer, or wild turkeys, or if you have exceptionally good hunting of more ordinary species.

You need 200 acres or more of good quality habitat for farm game, a thousand or more for deer or other big game, and control of good wetland or water areas for waterfowl. If your property is too small, you may be able to join with neighboring landowners to offer a sizable acreage for hunting. The area should be kept small enough, however, to permit trespass control.

You need an all-weather road from a major highway to your property and passable roads or trails to access points on large or remote hunting areas. Limited access is desirable for trespass control.

For some big-game hunting you may need campsites or cabins with fuel and water. Guides are required in some wilderness areas and may be desirable in others.

Hunting that will attract a paying clientele requires good habitat and a good supply of game. Your farming or ranching management must be consistent with high game production. You may need to plant food and improve cover for upland game or manage water levels and food for waterfowl to have satisfactory numbers for hunting.

You need to be able to inform the clients of the hunting licenses required and to make obtaining them convenient.

Operators of hunting enterprises need to have a positive interest in hunting and in the promotion of good sportsmanship.

Some States have cooperative systems of hunting control that favor operators of hunting areas. All States exercise control over the harvest of game through seasons and bag limits and may regulate the sale of hunting privileges by private landowners.

Owners of land favorably situated near water can offer waterfowl hunting privileges on profitable terms.

Shooting Preserves

A "shooting preserve" differs from a farm or ranch hunting area in that the operation depends on pen-raised game. The season for hunting on licensed preserves usually is much longer than for wild game.

The shooting preserve is usually the primary business of the operator, with farming a supporting activity to raise food for the penned game and to provide cover when the birds are released. Farming also helps to use the land, equipment, and labor during the nonhunting season.

The game is usually purchased from a commercial producer although you may find it profitable to raise your own if you have a large preserve. Hunting dogs and a handler are usually part of the service. The customer is guaranteed shooting and game to take home. Fees are often on the basis of the amount of game killed.

You can enlarge your business by offering other services as a part of the preserve operation. These could include meals for customers, boarding and training hunters' dogs, and cleaning and dressing the game.

Costs and returns

The following example of a typical preserve, based on 20 midwestern ones, illustrates the nature of investments, costs, and income in this business.

This typical preserve is about 30 miles from a large city and has been in operation about 5 years. It is operated almost entirely from the income from hunting pen-raised birds. It provides a net income to family labor and management of $5,320 (appendix, example 5). Most of the hunters return year after year.

The operator is able to keep his overhead expense low because of the rela-

Shooting preserves offer guaranteed shooting at pen-raised birds released in superior habitat designed for high-quality sport.

tively low-priced land and good volume of business. His investment, including land, is about $48,600. He raises most of his birds but usually buys some of one or more kinds each year. He provides a clubhouse where hunters meet and where they can obtain meals and buy ammunition, smokes, and other items. He also dresses and freezes the birds killed and boards a few dogs.

The average shooting preserve has four shooting courses for pheasant or quail and one for ducks. The operator provides the birds, dogs, and a guide if desired. He charges $15 per day for which he guarantees two pheasants, or five quail, or three ducks. For additional birds killed he charges $5 per pheasant or duck and $2 per quail. About 70 percent of the birds released are harvested during the season from October 1 to March 31.

Special requirements

The most successful shooting preserves seem to be within an hour's drive (50 miles) of a city or town of 20,000 or more people. You need 200 acres or more of farmland in a pleasing truly rural setting. It should be on soil that will produce good crops and a variety of cover effective in holding birds. It needs to be near a good highway and have an all-weather road to the headquarters.

A shooting preserve requires pens and facilities for raising or holding game to be released, for keeping dogs, and for dressing game. A lounge or clubroom for guests is desirable. A snackbar or dining room can add to your income.

Hunting preserves ordinarily are licensed and regulated by the State game and fish agency. You will need to consult with officials about the legal requirements of operating a shooting preserve.

To operate a shooting preserve you need to know how to raise and care for game birds as well as how to be a good farmer. You likely will need to grow some new crops and use new cropping patterns. You also need to be able to handle stocked birds and bird-hunting

dogs. Some operators have independent dog handlers provide this service for a fee. You will be dealing largely with professional and business men; they make up a large part of the clientele of hunting preserves.

Cottage and Recreation Sites

Land with attractive natural features or that can be developed into a pleasing recreation area offers the opportunity for selling cottage, camp, or home sites or leasing rights to use the facilities.

Some landowners near large cities have leased or sold interesting natural areas to municipalities, school districts, or educational organizations for "outdoor laboratories" or science study.

If you have mountain land or an area around a lake, along a stream or shoreline, or in rough terrain with good scenery, you may be able to divide it into lots for sale or lease. You may wish to build cottages or camps yourself and rent or lease them. Or you might build lakes, plant trees, or establish a golf course and play areas on former farmland to make it attractive to city people who want a "place in the country" of their own. Building sites on the property can carry with them the privilege of using the recreation facilities.

Special requirements

Locations within a reasonable drive of a town or city with many prosperous citizens offer the best opportunities.

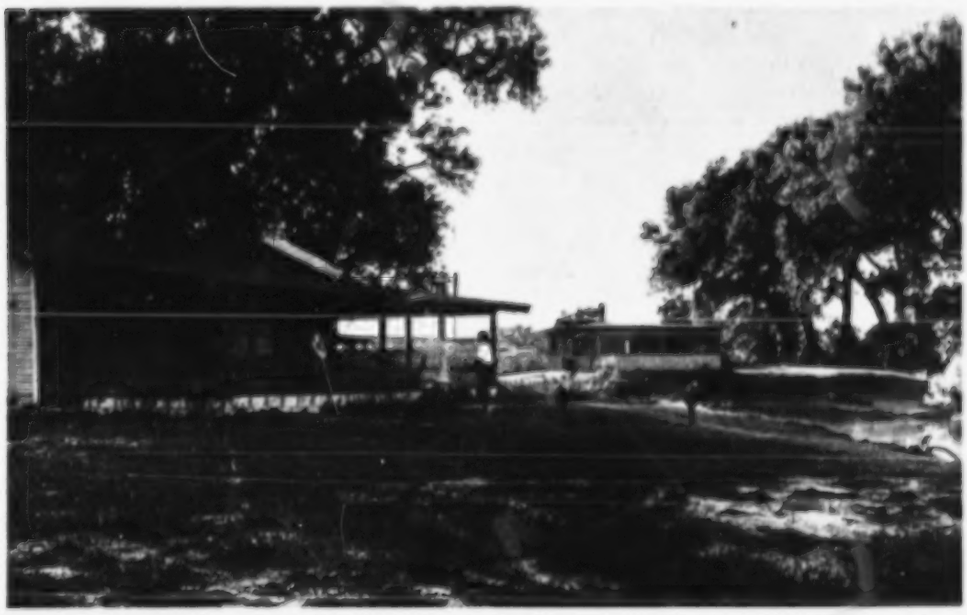
Good highways and an all-weather road to the property are a "must." Water or access rights are important. If adjacent properties are unattractive, you may want to provide some type of screening.

Topography and soils should be suitable for building cottages and camps and capable of absorbing septic tank effluent. Electricity and a satisfactory water supply should be available.

You will, of course, have to comply with local zoning ordinances and health and sanitary laws and regulations, so you need to consult early with officials about your plans.

A Matter of Money

After taking stock of your resources and choosing between the different



A summer cottage in a pleasing rural site has a strong appeal to many urban families.

kinds of recreation enterprises open to you, you face the final decision: will you go ahead with a recreation enterprise for profit?

At this point you need to make careful estimates of costs and returns, investigate sources of financing, check legal requirements, and determine if your plan would be feasible and profitable.

Likely you will find it helpful to make a year's "budget" of your operation, showing in detail expected income and expenses. This will cause you to consider points that you might miss otherwise.

Your county agent and Farmers Home Administration representative can help you analyze the economics of your enterprise and set up your budget. The Soil Conservation Service can help you develop a conservation plan for the physical developments (see next section) and provide information on installation costs. The ASCS office can tell you what cost-sharing assistance is available. You can gather details from many local sources—the chamber of commerce, bankers, merchants, and others that deal with recreation businesses.

You might plan to start by offering recreation services for pay on a small scale and continue farming or ranching much as before. Many operators of rural recreation enterprises have. As demand increased for the recreation service and as they could put more land, labor, and other capital into the new business, they expanded the recreation enterprise. In many instances, it has now become the main activity and source of income.

If the analysis of your financial prospects does not give a clear indication of profit, or if you are not sure that you will like the new type of business, the more cautious approach of gradual conversion might appeal to you.

Projecting Capital Investments

First estimate the cost of developing the resources you have and the cost of new ones needed. This estimate will include such items as—

(1) Repairing, remodeling, or constructing buildings, water facilities, and sewer systems.
(2) Land development such as clearing and grading, fencing, and building dams, roads, and trails.
(3) Conservation practices such as diversions, waterways, sodding and seeding to protect the recreation areas from erosion.
(4) Purchase of new equipment such as furniture, boats, saddles, motors, vehicles, ski tows, or whatever may be needed.
(5) Purchase of foundation stock of horses or other livestock or of breeding stock of game birds or fish.

Estimating Costs and Returns

Estimating your annual operating costs is the next step. These costs include such items as supplies, utilities, hired labor, advertising, maintenance, taxes, insurance, and interest on debts. If you purchase game birds or fish and release them ahead of hunters or fishermen, that cost would be part of your annual operating expenses.

Estimating gross income is the next step. Decide on rates to be charged for your facilities and services (p. 34) and estimate the likely volume of business. Then calculate the potential annual gross income.

The net income should be large enough to repay debts in a reasonable time and provide a fair return for your labor, management, and capital.

You may want to refigure your budget with different rates of fees and different levels of patronage to find the break-even point to aid in judging your prospects of success.

Financing

If you have to borrow money explore credit sources to find those best fitted to your needs.

Long-term credit for purchase and development of land or construction of permanent buildings is available

Government agencies will help finance new rural-recreation enterprises. Here a Farmers Home Administration supervisor discusses the terms of a loan with a farm family.

through sources such as commercial banks, savings and loan associations, insurance companies, individuals, Federal Land Banks, the Farmers Home Administration, Small Business Administration, or Area Redevelopment Administration.

Intermediate credit for equipment or livestock and short-term credit for annual operating expenses are available through local banks, individuals, Production Credit Associations, the Farmers Home Administration, or Small Business Administration.

Legal Angles

Operators of rural recreation areas assume many responsibilities that are not a part of ordinary farming and ranching. Federal, State, and local laws and regulations are designed to protect operators as well as the public. They vary a great deal from place to place, so you will need to inquire of your State, county, and municipal authorities. Some of the legal requirements may involve expenses that need to be considered in estimating income.

Many areas have regulations that require operators of businesses serving the public to be inspected and to have licenses issued by local authorities. Or there may be zoning or other land use regulations. You may have to obtain a permit, license, or special exception to make certain changes in use.

You should also investigate tax obligations. In some States these include sales and service taxes that may apply to your enterprise. Federal amusement taxes apply to some charges. You need to consider the effect of your business on your State and Federal income taxes.

Owners and operators of facilities serving the public are expected to know about any hazards that may cause physical injury and to provide adequate protection. You need adequate liability insurance to protect yourself in damage suits or claims that might result from injuries or damages to your helpers or your clients.

If you have questions of interpretation of specific laws or regulations as they apply to your business, you should consult a lawyer.

Land and Facilities

In selecting the most desirable spots for recreation areas, you need to consider related land uses on the same and adjoining land. Then, to develop adequate facilities and attractive surroundings you will want to make the best use of your soil, water, plant, and animal resources.

Your Plan—A Blueprint for Development

Before you invest time and money in recreation developments, you need a well-thought-out plan of land use and conservation for your entire property. Rural recreation is a land use, like growing cultivated crops or grazing livestock. Its long-term success requires the same careful planning that farmers and ranchers have found necessary in using land for these more usual agricultural purposes.

Such a plan takes into account (1) the nature of the physical resources available, their suitability for different uses, and requirements for their conservation; (2) efficient layout of necessary installations and improvements; and (3) the harmonious relationship between the different land uses and the economic enterprises in the operating unit.

You may find making such a plan necessary in preparing your budget of income and expenses (p. 24). You may not want to make a firm decision about the feasibility of your enterprise until you have definite information on the soil, water, and other resources available and the physical installations needed.

Whether your recreation enterprise is to be a minor part of your farm or ranch operation, or the primary use of a piece of land acquired for that purpose, you need a complete plan of all the land use, development, and conservation measures needed. Such a "conservation plan" is usually required as a basis for cost sharing from the U.S. Department of Agriculture and

A soil surveyor takes a slope reading as part of the information to be entered on a soil map that will become the basis of a complete plan.

technical assistance through the soil conservation district.

In making the plan, you need a soil map and information about the soils you have. You may need a topographic map of prospective pond sites; recommendations for planting grass, trees, or shrubs, or for managing existing stands; or information about game or fish management.

If your land is in a soil conservation district—and nine-tenths of all rural private land in the United States is—you can get coordinated planning assistance by applying to the district office. Each district has the services of specialists of the Soil Conservation Service (SCS), and many have working arrangements with other public and private agencies for other specialized assistance to cooperating landowners. The SCS man will help you make a conservation plan for your entire land area complete with soil and conservation plan maps and necessary layout for all practices including those for recreation areas. He can provide standard de-

signs for other needed facilities or direct you to special sources.

Your county agent can give you information and assistance on many problems and direct you to special sources on others. Any local office of the U.S. Department of Agriculture can tell you about sources of technical and financial assistance.

Installing the Plan

After you have an overall plan for your recreation business, you may need help in the design and construction of buildings, parking lots, and other facilities, and in the installation of the practices. You can hire a professional engineer or architect to help with these, or you can get technical assistance from Government or other public service agencies.

As a cooperator with a soil conservation district, you can get on-site technical help from all agencies that have working arrangements with the district. The district may also help you get equipment, planting stock, and other materials you need or advise you of other sources of specialized assistance.

Cost sharing for installing some conservation practices and recreation facilities can be obtained by eligible land owners and operators through the County ASCS office. Your county agent can help you get standard plans for cabins and other recreation facilities.

Soil Conservation Service engineers prepare to stake out a pond according to the landowner's conservation plan.

A soil conservationist and landowner study soil and land-capability information as they consider new plans for land use and conservation practices on a farm.

Changing land use and installing conservation practices

Developing farm or ranch land for outdoor recreation usually requires changes in land use. Some cropland may be planted to trees or grass. Livestock may be fenced out of areas to be used for recreation. Crops may be planted for wildlife food. Lowlands may need to be flooded to form ponds or waterfowl areas.

You may want to make these changes immediately or you may extend them over several years. Some can be made with little or no cash outlay; others require a considerable investment. For some you need help from the professionals already mentioned. In some areas Federal programs help bear the cost of shifting land from crop production to recreation use (p. 39).

SOIL AND CAPABILITY MAP

EXPLANATION OF SYMBOLS

$$\frac{\text{Soil}}{\text{Slope-Erosion}} = \frac{324}{\text{B-1}}$$

SOIL TYPES

91 Balch muck and peat, shallow
93 Balch peat, deep
174 Hollis fine sandy loam
314 Woodbridge fine sandy loam
324 Charlton fine sandy loam
354 Paxton fine sandy loam
434 Leicester fine sandy loam
984 Ridgebury fine sandy loam
X—Stony L—Rocky

SLOPE CLASSES

A—Nearly level
B—Gently sloping
C—Sloping
D—Strongly sloping
E—Moderately steep
F—Steep

EROSION

1—Little or none
2—Moderate
3—Severe

LAND-CAPABILITY UNITS AND DESCRIPTIVE LEGENDS

IIe1 324 B1 Well-drained soil suitable for intensive use with good management, including simple erosion-control practices.

IIwe2 314 B1 Moderately well-drained soil with a slowly permeable hardpan at about 2 feet. Erosion hazard is slight to moderate under clean cultivation.

IIe2 354 B1 Well-drained soil with a slowly permeable hardpan at about 2 feet. Erosion hazard is moderate under clean cultivation.

IIIe1 324 C1 Well-drained soil with moderate to severe erosion hazard under clean cultivation. Moisture-holding capacity is high.

IIIw1 434 A1 Poorly drained soil with moderately coarse to medium textures. Drainage is the major problem in use.

IVe1 324 D1 Well-drained soil with rapid surface runoff. Intensive erosion-control practices are needed if used for cultivated crops.

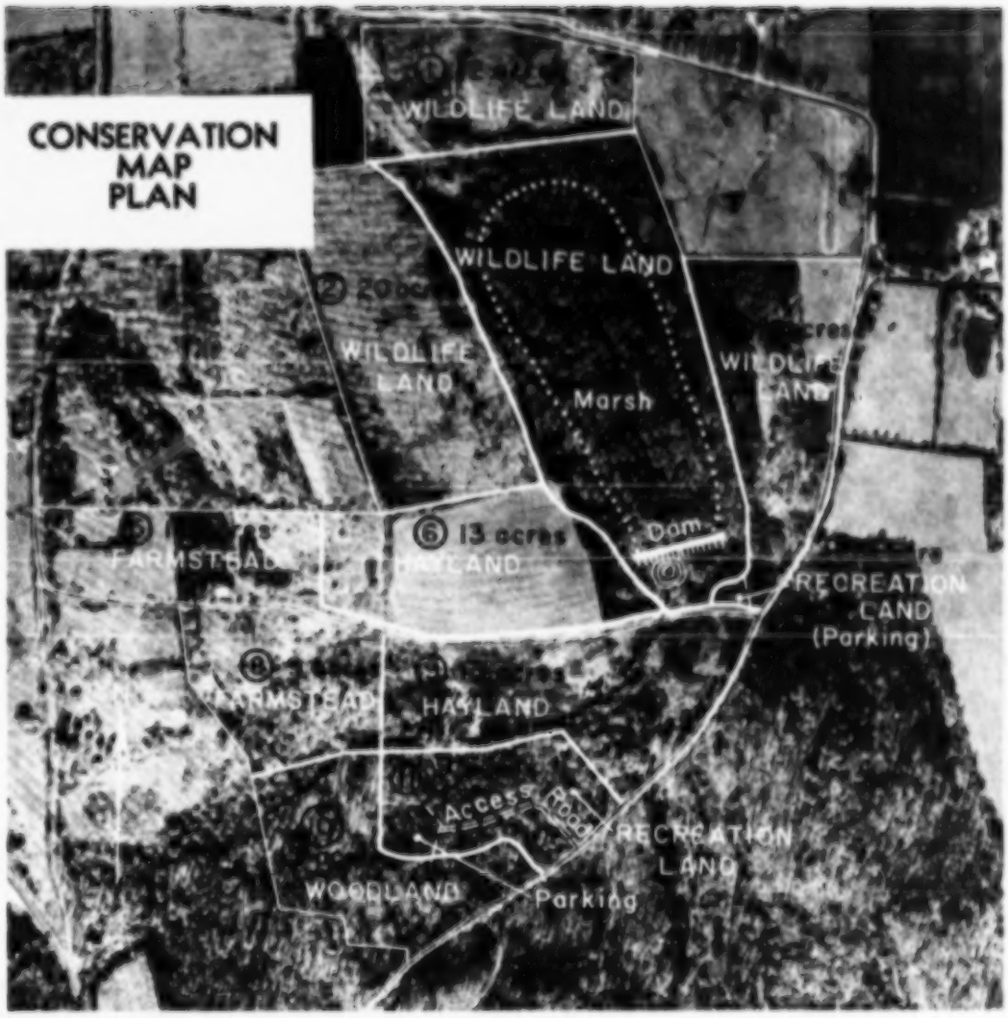
IVes1 324X C1 Well-drained stony soil. It can be used for hay and pasture but stones limit its use for cultivated crops.

Vws2 434X A1 984X B1 Poorly drained stony soil. Use is limited mainly to pasture and wildlife.

VIe1 324 E1 Well-drained soil on steep slopes. Best suited for permanent cover because of erosion hazard.

VIw1 91A1 93A1 Very poorly drained soils of the floodplains and shallow areas of peats and mucks.

VIIs3 174L BC1 Rocky and very rocky shallow to bedrock soil. Use is limited mainly to forestry and wildlife.



CONSERVATION PLAN—RECORD OF COOPERATOR'S DECISIONS

Wildlife Land

Fields 1, 2, 4—45 acres

Mow 50-foot stop strips all around each field inside boundaries. Clear fields of brush, leaving three or four shrub cover strips 20 feet wide spaced 50 feet apart. Establish permanent cover strips of switchgrass 30 feet wide between outside shrub cover strips and inside edge of mowed stop strip. Establish a grass-legume sod on all other areas of these fields.

Field 3—33 acres

Convert to wildlife marsh by building dam with water-control structure. Enlarge and deepen existing pond for bass and bluegill fishing.

Hayland

Fields 6 and 9—26 acres

Lay out fields in contour strips 50 feet wide. Establish sudangrass in 21-inch rows in each sixth strip. After 1 year in sudangrass leave fallow for a year. Then establish a grass-legume hay mixture; leave for 4 years. Establish sudangrass on the adjoining strip each year.

Mow 50-foot stop strips around each field inside boundaries. Clear 50-foot breaks at end of existing hedgerows on north side of field 6. Plant clumps of

evergreens in middle of each field for release points. Plant 30-foot permanent strip of Reed canarygrass in wet area along draw in field 9.

Recreation Land

Field 7—1 acre

Develop parking area by grading and graveling.

Field 11—9 acres

Remove trees in a 20-foot border along north boundary and permit shrubs to grow. Build all-weather access road with parking areas.

Thin stand of trees leaving best shade types, kill undergrowth and establish shade-tolerant grass. Develop picnic area along spring branch with picnic tables, drinking water, fireplaces, toilets, and refuse disposal.

Woodland

Field 10—13 acres

Remove trees in a 20-foot border along north side and permit shrubs to grow. Harvest mature trees and plant openings with white pine. Keep out livestock and wildfire.

Farmstead

Field 5—10 acres

Install all-weather parking area, dog kennels, shelter, drinking water, and toilet facilities in area east of house. Establish multiflora rose to screen kennels from shelter and parking area. Maintain a 250-foot strip of meadow between shelter area and field 6.

Field 8—9 acres

Locate pheasant rearing and conditioning pens on west side of field. Establish a 100-foot-wide block of white pine between road and pens. Establish a pine windbreak with multiflora rose border on east side of pens. Maintain a 250-foot strip of meadow between windbreak and field 9.

Constructing recreation facilities

Here are some suggestions on installing your planned recreation facilities. The detailed designs and specifications that you need you can usually get from sources already mentioned.

Reservoirs.—Have an engineer design the planned structures and the beaches and boat docks. Most States have laws on impoundment of water; many require a permit for each dam. Check with local authorities before starting construction.

Qualified contractors are available in most areas to build ponds and reservoirs. You can contract for the entire job, or if you have the necessary skills and equipment, you can purchase materials and install the necessary earth work, outlet pipes, and other structural work yourself. Information on costs and criteria for various types of structures are available from the soil conservation district office.

Roads.—Check with local officials about laws concerning connections with public highways before starting construction and get an engineer to lay out the roads on the proper grade and provide for needed drainage and erosion control. It is a good idea to plan your roads with an eye to possible expansion in the future.

Buildings and other structures.—You can use standard camp and building designs from the sources mentioned or get an architect to design them to your special needs. Check with local authorities about permits needed and laws and regulations applying to buildings, sanitary facilities, and water supplies.

Some States provide tree-planting stock free or at nominal cost, and soil conservation districts make special planting equipment available to establish new woodlands.

Establishing new vegetation

Since recreation uses are likely to be more intensive or more specialized than most uses of vegetation, it will pay to get professional advice. Information on seed mixtures, fertilizers, adapted varieties of grasses, trees, and shrubs is generally available locally through the soil conservation district, Federal and State conservation and forestry agencies, and private sources such as nurserymen, consulting foresters, and landscape architects.

Woodlands.—Get local information about adapted trees and shrubs and recommended planting methods. Use your soil map to help evaluate sites and make the right choices. State or regional bulletins on this subject are usually more useful than national ones. You may be able to get certain kinds of planting stock free or at a nominal cost from State forestry and wildlife agencies or the local soil conservation district.

Grass.—Depend on qualified local sources for information about grasses and legumes. Your soil map will help you make the right choices. In the humid and subhumid areas, get soil tests to see whether lime or fertilizers are needed. In most States these tests will be made by the county agent or State agricultural college for a nominal fee. Be sure your seed is from an acclimated source, and get germination and purity tests to indicate proper seeding rates.

Wildlife food and cover.—Since the usual crops, woodlands, and wild plants already on a farm or ranch provide food and cover for wildlife, you will need to consider them in selecting your special plantings for wildlife. You may need to control vegetation on land devoted exclusively to wildlife by mowing or other methods.

Managing fishing waters

Stock with the right kinds and numbers of fish to assure good fishing. In many States the U.S. Fish and Wildlife Service will provide fish, or you can get fish from commercial hatcheries. Fertilizing or supplementary feeding are usually necessary to produce the maximum crop. You may need to control undesirable aquatic vegetation by chemical or mechanical methods.

Fertilizing is usually necessary to make a fishpond produce a maximum crop and satisfy paying customers.

Proper harvesting of the fish crop is important to keep numbers in balance and get best production.

Health and safety hazards

Some of the hazards you will need to watch for are poisonous plants, insects, and snakes; such physical features as pits, wells, and ravines; water pollution; fire; wild animals and livestock; and water and shooting hazards. You are not likely to have all these on your property, but you will have some of them. Each requires some control measure. Check with health, building, and fire officials to be sure you comply with regulations.

Take care that control measures do as little damage as possible to natural landscape features and plant and animal life. Otherwise, the attractiveness of the development may be lessened and business will suffer.

Insect control

Mosquitoes, ticks, chiggers, wasps, and several kinds of flies and gnats can menace both the health and comfort of urban visitors to the country. Continuous control of all these insects over large areas with insecticides is costly and may be impractical. Moreover, large-area treatments are hazardous to other animal life, especially to beneficial insects. For these reasons, using suitable insect repellents may be most practical.

Small areas, such as campsites, picnic grounds, and bathing beaches, can be cleared of ants, ticks, and chiggers by proper application of common insecticides. Mosquitoes can be eliminated by insecticidal fogs. Purchase a product labeled for the use you desire and follow instructions on the label carefully, observing all specified precautions.

Good sanitation practices will reduce or eliminate breeding of house flies and stable flies. Supplement these practices with insecticide sprays or fogs as necessary.

Wasps, hornets, and yellow jackets can be controlled around campsites and bathing beaches by treating their nests with insecticides. Purchase a product labeled for such use and follow instructions given on the label.

Do not overtreat. Excessive dosages are not necessary for control. Be especially careful to avoid application of chemicals near ponds, streams, or other bodies of water. Remember, you cannot treat all the places your guests will visit. Explain this to them when you discuss the use of repellents.

Local spraying of insecticides around picnic areas and campgrounds can control chiggers and other nuisance insects.

Your county agent and the Public Health Service can provide information and literature on insect control.

The Business Angle

Selling recreation may seem a strange business to rural people brought up in the tradition of hard work and open-handed hospitality. Most of the pleasures of the countryside sought so eagerly by city dwellers today—the privilege of fishing in a pond, exploring a woodland trail, or hunting upland game—are amenities that farmers and ranchers customarily have accorded their guests and neighbors without thought of charging for them. Now, in your recreation enterprise for profit, they have become commodities in which you have invested and on which you will put a price, as with any other product of the land.

In many sections of the country rural property owners have been selling recreation for decades. In the resort areas of New England, the fishing camps of the Lake States, and the dude ranches in the Rockies and along ocean and lake beaches, vacationers willingly pay for their outdoor pleasures. If you are successful with your recreation enterprise, you will know that the services you offer do in reality have monetary value in today's market. Your customers will feel that they have received full value if they enjoy truly satisfying service from a businesslike and friendly proprietor. The sale of recreation services need not interfere in any way with your granting these same privileges as special favors to immediate friends and guests.

When you sell, rent, or grant the use of your recreation facility or service, you have a contract with your customer. It is important that both parties have a clear understanding of its terms.

The customer accepts your published conditions when he signs the registration card, contract, or other form you provide. An oral agreement and a payment for the privilege is just as valid. In any case, make sure that the customer understands what is to be provided, what he may do, and what he is to pay.

Hunting and Fishing Privileges

Since wild game and other animals belong not to the individual landowner but to the State, you cannot sell game and fish as such. Instead, you offer the privilege of authorized entry on your land to hunt or fish. Payment may be in the form of daily fees or other compensations for the privileges granted and services provided. This is the time to make clear to your customer the laws and regulations that must be observed on your property.

Membership Clubs

Rural recreation services need not be limited to individual customers. They can be provided to clubs and organizations of various kinds for annual rent or short-term fees. You might organize a private club and sell annual memberships entitling members to engage in swimming, hunting, boating, horseback riding, shooting, archery, or other sports on your property.

In many places recreation facilities can be rented to youth or church groups for short-term or seasonal use for camping, picnicking, and the like. This greatly simplifies the operation of a recreation enterprise.

Cooperative Arrangements

You may find it advantageous to cooperate with your neighbors in offering recreation for sale. Individually, you may be unable to supply all the services your customers want, but together you can offer an attractive package that will bring more and more vacationers to your neighborhood. You may also be able to organize helpful community projects, such as those suggested on pages 37–39.

You and your neighbors may be able to increase your business or save on expenses by dealing directly with urban groups or clubs that want to provide recreation services for their members. Some clubs may want exclusive recreation-use rights to certain areas or facili-

ties. This could be a convenient rental arrangement for both parties. Sometimes clubs will take the responsibility for certain wildlife-habitat improvements, care or development of the grounds, or other management activities that they would enjoy. There are many ways urban and rural people can cooperate to keep costs to a minimum.

What To Charge

Find out what are the going rates of similar services in your area. Your county agent, the Farmers Home Administration, ASCS office, or State travel or tourist agency may be a good source of information.

The following compilation shows the general range of charges for major types of outdoor recreation activity. These were obtained from a number of sources. They do not include the extremes of unusual conditions. Even so, they are wide for most types of activities because of the wide variation in kind and quality of facilities and services offered by different operators, the

	Unit	*Charge*
Vacation farms and ranches:		
Room and board, adult	Week	$35–$50 [1]
Room and board, child	Week	$25–$40 [1]
Cabin with cooking facilities	Week	$20–$50 [1]
Fishing and hunting cabins	Week	$35–$75 [1]
Picnic and sports areas:		
Picnicking, per car	Visit	50¢–$2
Horseback riding, per person	Hour	$1–$3
Swimming, adult	Visit	40¢–50¢
Swimming, child	Visit	25¢–40¢
Rowboat or canoe, each	Day	$1–$3
Boat-launching ramp	Visit	$1–$2
Skiing (including lift or tow), per person	Day	$2–$5
Ski lift or tow, per person	Ride	50¢–$1.50
Golf driving range, 50 balls		50¢–$1
Golf, green fee, club member	Day	$1–$3.50
Golf, green fee, nonmember	Day	$2–$5
Golf, club dues, per person	Year	$10–$100
Fishing waters:		
Fishing (warm water), per person [2]	Day	50¢–$2
Fishing (trout), per person [2]	Day	$2–$3
Fishing (trout), per inch of fish caught		10¢–15¢
Live bait (minnows, worms, etc.)	Dozen	25¢–75¢
Guide with boat and motor	Day	$15–$25
Camping, scenery, and nature recreation areas:		
Camping, tent site	Night	50¢–$2
Camping, trailer	Night	$1–$2.50
Camping, trailer	Week	$5–$15
Youth camps, per person	Week	$35–$50
Scenic or historic sites, gardens, caves, nature trails, etc.:		
Adult	Visit	50¢–$1.50
Child	Visit	25¢–75¢
Hunting areas:		
Hunting upland game, per person [3]	Day	$1–$4
Hunting big game, per person [3]	Day	$5–$15
Hunting waterfowl, per person [3]	Day	$5–$20
Hunting lease, upland game	Season	$50–$300
Hunting lease, big game	Season	$100–$1,000
Hunting lease, waterfowl	Season	$100–$1,000
Shooting preserves:		
Hunting, per person [4]	Day	$10–$30
For kill in excess of specified number:		
Quail or partridge	Bird	$2–$4
Pheasant or duck	Bird	$3–$8
Cleaning game	Bird	35¢–60¢

[1] Rates may be lower in off season, or higher for deluxe.
[2] There may be an additional charge for catch above specified number.
[3] Additional charge for room and board as on vacation farm or ranch.
[4] Usually includes guide and dogs.

effects of location, and many other variables.

In deciding what rates are best for you, be sure your charges cover all your costs plus a reasonable return on your investment. And be sure they are not out of line with the current supply-demand situation in your area.

How To Advertise

Most businessmen agree that it pays to advertise. The big questions are "how," "where," and "how much."

It is true that a satisfied customer is the best advertisement, but you must find some way to get the first customers. Advertising can help you get started and it can help you expand later.

If your property is on a road that carries considerable tourist traffic, a good sign may attract all the customers you can handle.

You can use a business card or simple leaflet that shows your location and lists fees and other details to help answer inquiries and to serve as a reminder of your facilities. Placing these where potential customers will see them and pick them up may help.

If you need more than a sign and word-of-mouth advertising, here are a few tips:

Analyze what you are offering, who the most likely customers will be, and what would be the best way to reach them with your message.

A roadside sign is a practical way of advertising recreation facilities on a farm or ranch.

Advertising men say that every successful advertisement tells the reader how he will benefit from using the services or products offered. For example, "Take Your Family to a Real American Farm for Seven Invigorating Days," says a great deal more to the reader than, "Jones Farm—Vacation Families Accepted by the Week." See that your advertising copy emphasizes user benefit.

Look for the advertising mediums that will most economically expose your message to the kind of people you want to reach. If you are aiming for professional men as prospective clients for a shooting preserve, for instance, direct mail may be best. You can get their names and addresses from classified telephone directories in nearby cities. There are specialized publications (skiing, hunting, fishing, camping, etc.) or sections of metropolitan newspapers that appeal to specific groups that may help you to reach your special audience.

Many organizations publicize and list (for a fee) vacation farms and ranches and other reputable rural recreation facilities. Advertising in a metropolitan newspaper or on radio or television may help you attract customers from long distances who would like the change of scene that your area offers.

On the other hand, if you are offering picnic grounds, fishing, swimming, or other inexpensive activities most likely to appeal to people nearby, a series of ads in your local paper or on the nearby radio station will likely reach your local audience most effectively.

Few decisions are more crucial than deciding how best and how much to advertise. It should be adequate to assure profitable use of your facilities, in relation to your cost.

If you use newspaper, radio, or television, it is better to spend your money for a series of five or six advertisements at 3- or 4-day intervals than for one large ad. Many new businesses find that they need to spend more on adver-

tising at first and then cut down after the business becomes stable. Since most rural recreation enterprises are seasonal, you must remind former customers of your season as well as attract new ones.

If you plan to spend several hundred dollars, the fees paid to an advertising agency might be well spent.

Some tourist promotion agencies, both public and private, carry listings of vacation farms and ranches and other rural recreation facilities, usually for a fee. Many State travel bureaus list attractive places for tourists to visit.

Let your county agent or chamber of commerce secretary know that you accept recreation guests. People frequently ask them for such information. Also, they can advise you on advertising.

Your local Grange, Farmers' Union, Farm Bureau, or co-op bulletin might carry a short item about the facilities you offer. This would give your friends a chance to pass along word about you to their city acquaintances.

Dealing with Customers

When offering recreation services, you are dealing with people when they are in the mood to relax and have a good time. It is important to greet your customers in a similar spirit. Yet you must be concerned that the behavior of your guests reflects credit to your establishment and attracts a desirable clientele.

Behavior problems

Misbehavior can be reduced by providing generous and appropriate facilities. On vacation farms it is especially important to have large and well-equipped play areas for children. The amount of supervision depends on the number of children and the types of activities involved.

Based on what has proved effective for others, here are some tips in keeping down behavior problems:

(1) Display a friendly, welcoming attitude.
(2) Try always to understand the customer's point of view.
(3) Listen patiently and openmindedly to criticisms and complaints, and do all you can to remove the causes.
(4) Keep rules and regulations to a minimum and base them on what people can reasonably be expected to observe.
(5) Use your sense of humor on yourself, especially when clients seem to be unreasonable.

Vandalism

The willful or thoughtless destruction and defacing of property is a major expense in some recreation enterprises. The American Institute of Park Executives suggests the following steps to keep vandalism at a minimum and reduce unauthorized use of facilities:

(1) Adequate policing and after-hours control.
(2) Trained supervision and inspection.
(3) A stimulating program of activities.
(4) Wise and simple regulations clearly posted.
(5) Good lighting.
(6) Posting of off-limit areas.
(7) Cooperation with neighbors and other community activities.

Maintenance of Grounds

An important part of good management is keeping grounds and facilities in good condition. One of the first things the recreation operator learns is that facilities deteriorate rapidly when used by the general public. Constant vigilance is necessary to keep them in condition to satisfy customers.

Sanitation and health

People seeking recreation are pleased when they see that all reasonable care has been taken to protect their safety through good sanitation and health measures.

People want to know that the water from the well, spring, or tap has been

examined recently and found satisfactory for drinking. They want to see evidence that waste is disposed of in an approved manner.

Good campers know and respect necessary housekeeping rules. They are pleased when they learn that all who use the facilities are expected to help keep the grounds in good order.

Keeping Abreast of Changes

The recreation business changes rapidly as peoples' interests shift from one leisure-time activity to another. You need to be prepared to adjust to these changes, especially if you cater to specialized interests like winter sports or boating.

Keeping records

Keep accurate records of income and expense so you can tell whether your enterprise is profitable. At the end of the first year compare the actual results with the planning estimates. The first year or two of experience may suggest changes in your original plans or reveal sidelines you could add to the main enterprise to bring additional income.

You are likely to find that recreation income fluctuates widely. When your net profit is better than expected, it is a good time to pay off debts ahead of schedule and make needed capital investments because conditions could change quickly. A season of bad weather, a surplus of a specific kind of recreation facility in the neighborhood, the relocation of a highway, or simply a change in the public's attitude toward a certain type of recreation could change results the next year.

Magazines

Trade publications and recreation magazines will help you keep up with changes in your new business. Sportsmen's magazines and others on outdoor activities will indicate trends in your customers' interests. Other magazines that deal with your problems as a proprietor will suggest new ways of improving services and facilities.

Community Development

The simplest kind of community development is friendly cooperation between neighbors—the kind that has been a part of rural life in America since pioneer days. Nearby landowners can join in planning recreation enterprises that will support one another to their mutual advantage. They can act together to contact county and State officials about providing needed roads, water and power systems, policing, and other public services. And they can join in necessary advertising and promotional activities.

Organized community projects, sponsored by public agencies, can develop natural resources valuable for outdoor recreation. A small-watershed project, for example, can create new opportunities for boating, fishing, camping, and other activities that will draw vacationists to your locality. Other types of projects that stimulate business and bring new people to the community will create a better market for the recreation service you have to sell.

Profit in Variety

A cluster of varied and complementary recreation enterprises may be the key to success in a new recreation business.

Perhaps one landowner has some woodland and fields suitable for camping and a pond for fishing and swimming. One or more neighbors may have land best suited for hunting areas. Another may like to keep a stable of riding horses. Next to all this may be a public reservoir suitable for boating. Taken together, these would comprise a community recreation area offering family camping, pheasant hunting, duck and goose shooting, fishing, boating, and horseback riding, and places for picnicking and camping.

In addition, someone might set up a road stand for selling farm produce or local handicrafts that others could

supply. Another family might open a country eating place. Others might have guest homes or vacation farms.

A local association of recreation operators could speak as a group on matters that affect their businesses. They could organize programs to improve services and facilities in the community. They might even negotiate with an urban sportsman's club or other group, as mentioned on page 39, to provide recreation services as a "package" to its members.

Public Service Projects

Given the spark of local leadership, your county, a nearby city, or a special district can initiate and sponsor a suitable public service project that could add to the recreation resources of your area. State and Federal assistance is available to further a variety of useful projects.

Perhaps you can provide the spark of leadership, either through your own efforts or through someone you can interest in this activity.

Small-watershed projects

Small-watershed projects, planned and carried out under the authority of the Watershed Protection and Flood Prevention Act (Public Law 566, and amendments), offer many opportunities to develop public recreation facilities along shorelines or around water in reservoirs, lakes, or natural streams.

Recreation development can be one of the principal objectives of a multipurpose project. Or, as has often happened, it can be a byproduct of flood-prevention or other water-management structures. The Federal Government can bear up to half the cost of any reservoir or other developments included in watershed projects for fish and wildlife or public recreation. It can also share the cost of basic facilities needed for recreation use of the reservoir or other area and can lend money to sponsors for financing their part.

You can get information about small watershed projects from the soil conservation or watershed district or from the Soil Conservation Service.

Recreation can be the principal purpose of a small-watershed project, or it can be a byproduct of reservoirs built for other purposes.

Rural areas development

With the goal of strengthening rural America through economic development and conservation, the Food and Agriculture Act of 1962 authorized several new programs that can benefit recreation enterprises. Through the USDA's Office of Rural Areas Development, the many services available in each locality are coordinated into a unified program of economic development.

A resource-conservation-and-development project can be organized under local initiative and sponsorship to speed up conservation activities and develop new economic opportunities for the community.

The cropland-conversion program provides for long-range land use adjustments, including conversion of cropland to grassland, woodland, or recreation.

Congress also provided for rural-renewal projects to develop local resources to relieve underemployment, strengthen family-type farming, and improve economic opportunity. In certain designated areas, the Area Redevelopment Administration can give technical assistance on community economic problems and can provide occupational training to fit people for new jobs.

Most counties have a rural areas development committee working on an "Overall Economic Development Plan."

Local offices of the U.S. Department of Agriculture or the county agent can give you information about the opportunities in these new programs.

Rural-urban recreation projects

Another way to get community action is to team up with an urban group interested in developing hunting and fishing and other outdoor recreation facilities for its own use. Such a rural-urban recreation project could be organized either with or without the official sponsorship of a local unit of government.

In any event, it might be eligible for a loan from the Farmers Home Administration, Area Redevelopment Administration, or Small Business Administration to finance the needed facilities. The individual land owners and operators would be eligible for technical, cost-sharing, and credit assistance in developing income-producing recreation facilities.

The local soil conservation district, or your own special association, would be an appropriate body to promote such a project.

Organize for Action

Forming the organization for community effort to develop recreation resources is an important task. Here are the main steps:

1. Learn what recreation facilities now exist locally and what the potential demand is for future expansion.
2. If prospects are encouraging, discuss the idea of pooled recreation resources with community and county leaders. Get their suggestions and support.
3. Survey the area to learn what potential recreation resources different landowners have and whether they are interested in developing recreation enterprises. Find out their experiences and skills, available labor, and how much money they could likely invest.
4. Talk to some key people and arrange a meeting to discuss possibilities and plans. Have facts to present.
5. First, set up a temporary steering committee to draw up some proposals; form a more complete organization later.

Rules and procedures will need to be established, specifying the work to be done, who will do it, how it will be financed, and the necessary legal arrangements. Since there will be contracts to execute, it will be important to have officers or an executive committee empowered to act and adequately bonded. Usually it is best to form a corporation.

Proceed carefully with good counsel. Seek out agencies who can advise and assist (see list, p. 42). Your county agent is a good person to start with; he can suggest others.

APPENDIX

Part I. Financial Statements for Recreation Enterprises

The following examples of financial statements for selected recreation enterprises illustrate the kinds and amounts of investment, sources of income, and kind of expenses common to these enterprises. None is typical; there is wide variation in the financial items due to such influences as size of business, managerial ability of the operator, demands of guests, location, and other factors.

EXAMPLE 1.—*A vacation farm in the Northeast*

Financial statement for total farm	
Capital investment:	
Land and buildings (220 acres)	$25,000
Machinery and equipment	5,000
Livestock	7,000
Feed and supplies inventory	1,000
Total	38,000
Annual income:	
Dairy products sold	10,500
Cattle and calves sold	900
Other farm products	300
Vacation visitors	4,500
Total	16,200
Annual expenses:	
Feed purchased	2,700
Livestock expense	600
Crop expense	650
Machinery	2,500
Buildings and fences	750
Hired labor	800
Taxes, insurance and other farm expenses	1,050
Food purchased and other vacation visitor expenses	1,800
Total	10,850
Net income to family labor, management, and investment	5,350
Interest on investment at 5 percent	1,900
Net income to family labor and management	3,450

Financial statement for recreation enterprise	
Capital investment:	
House (¼ of value)	$3,000
Annual income:	
Room and board	4,500
Annual expenses:	
Labor hired	100
Food purchased	1,500
Liability insurance	200
House repairs	200
Other vacation visitor expense	300
Total	2,300
Net income to family labor, management, and investment	2,200
Interest on investment (¼ of house at 5 percent)	150
Net income to family labor and management	2,050

EXAMPLE 2.—*A picnic and sports center in the Midwest*

Capital investment:	
Land (25 acres)	$5,000
Clubhouse	3,500
Lake and sand beach	2,000
Boat and boat docks	500
Picnic tables	100
Tennis and volleyball courts	200
Fence	200
Road and parking area	500
Total	12,000
Annual income:	
Rental to groups and individual admissions	4,000
Meals at clubhouse	4,000
Refreshment stand sales	1,000
Rental on boats	500
Rental on sports equipment	500
Total	10,000
Annual expense:	
Hired labor	3,200
Food purchases	2,000
Maintenance and depreciation	1,200
Utilities	300
Taxes and insurance	450
Advertising	800
Miscellaneous	500
Total	8,450

Net income to family labor, management, and investment	$1,550
Interest on investment at 5 percent	600
Net income to family labor and management	950

EXAMPLE 3.—*Fishing lakes in the Midwest*

Capital investment:	
Land (10 acres)	$1,000
Warm-water lake	2,000
Trout lake	2,000
Snackbar	2,500
Pumps and other fish production equipment	400
Road and parking area	500
Fencing	100
Boats and boat dock	500
Toilets	100
Total	9,100
Annual income:	
Fishing fees	10,000
Bait and tackle sales	1,000
Boat rental	1,000
Snackbar sales	1,500
Total	13,500
Annual expenses:	
Hired labor	1,500
Fish purchased	3,500
Fish feed	200
Fertilizer	100
Food, bait, and tackle purchases	1,750
Maintenance and depreciation	1,000
Utilities	225
Taxes and insurance	450
Advertising	1,000
Miscellaneous	500
Total	10,225
Net income to family labor, management, and investment	3,275
Interest on investment at 5 percent	455
Net income to family labor and management	2,820

EXAMPLE 4.—*A camping and recreation area*

Capital investment:	
Land and nonrecreation buildings and equipment	$67,000
Cabins	16,000
Snack bar	1,000
Boats	1,000
Total	85,000
Annual income:	
Cabin rental	3,900
Boat rental	900
Sale of food and supplies	600
Total	5,400
Annual expenses:	
Advertising	$54
Fuel and electricity	360
Taxes and licenses	365
Insurance	210
Hired labor	600
Depreciation, repairs and maintenance	515
Miscellaneous	150
Total	2,254
Net income from recreation enterprise	3,146
Net income from farming	2,931
Total	6,077
Interest on investment at 5 percent	4,250
Net income to family labor and management	1,827

EXAMPLE 5.—*A shooting preserve*

Capital investment:	
Land (450 acres)	$22,500
Clubhouse	4,000
Kennels	1,200
Dogs	1,400
Duckpond	2,500
Game rearing pens and equipment	10,000
Holding pens	5,000
Other items	2,000
Total	48,600
Annual income:	
Hunting:	
Pheasants	7,500
Ducks	3,000
Quail	9,000
Sale of birds	4,000
Sale of ammunition	600
Processing game	500
Dog boarding and sale of dogs	600
Food, drinks, etc	1,200
Total	26,400
Annual expenses:	
Hired labor	3,000
Feed and medication	4,500
Purchase of eggs	1,000
Purchase of birds	4,000
Heat and light	500
Groceries and drinks	400
Ammunition	550
Advertising	800
Taxes, licenses, and insurance	500
Depreciation and maintenance of cover	3,400
Total	18,650
Net income	7,750
Interest on investment at 5 percent	2,430
Net income to family labor and management	5,320

Part II. Sources of Aid and Information

Many government and public-service agencies offer assistance and information to individuals and communities interested in developing recreation facilities. Here is a condensed listing, with page numbers referring to more details in the text:

U.S. Department of Agriculture

Agricultural Stabilization and Conservation Service

Cost-sharing for conservation practices, including wildlife and recreation developments, p. 24, 27.
Adjustment payments for cropland conversion, p. 27, 39.

Farmers Home Administration

Economic information and analysis; aid in making finance and management plans, p. 24, 34.
Loans to individual landowners to buy and develop land, construct buildings and facilities, and pay operating expenses for recreation enterprises, p. 25.
Loans to associations or groups of landowners or nonprofit organizations for land use changes and development of recreation facilities, p. 39.
Loans to sponsoring organizations of small-watershed projects, p. 38.

Federal Extension Service

Information and education services on programs of the Department of Agriculture are made available locally from the Cooperative Extension Service (county agents), which combines services of USDA and the State land-grant college or university. See listing under Local Agencies.

Forest Service

Information and consultation on forestry and forest recreation through State and local foresters. See listing under State agencies.

Soil Conservation Service

Technical assistance to individuals and groups in planning proper land use and conservation, including land used for recreation, p. 9, 24, 26.
Soil surveys and other detailed information about specific tracts of land, p. 9.
Layout, design, and on-site assistance in installing planned conservation practices and locating recreation facilities, p. 26, 27, 31.
Technical and cost-sharing assistance to small-watershed projects, resource-conservation-and-development projects, and others, p. 38, 39.

U.S. Department of Commerce

Area Redevelopment Administration

Long-term loans to help establish or expand income-producing enterprises, p. 25, 39.
Loans and grants to help build public facilities, p. 39.
Technical assistance on economic problems, p. 39.
Occupational training, p. 39.

U.S. Department of Health, Education, and Welfare

Public Health Service

Information on health and sanitation measures and mosquito control, p. 15, 17, 23, 25, 33.

U.S. Department of the Interior

Bureau of Outdoor Recreation

Advisory assistance to States and their local subdivisions in developing recreation resources, p. 38.

Fish and Wildlife Service

Information and consultation on game and fish management, p. 16, 26, 31.
Fish for stocking ponds and reservoirs, p. 31.

Public land agencies

Information about the use of public land in connection with private recreation enterprises can be obtained from the administering agency, such as National Park Service or Bureau of Land Management.

Housing and Home Finance Agency

Community Facilities Administration

Loans and advances of funds to communities for development of public facilities, including recreation, p. 39.

Urban Renewal Administration

Grants to States and local agencies to acquire and develop open space in urban areas, including development for recreation, p. 39.

Small Business Administration

Loans to small businesses, including recreation enterprises for capital and operating expenses, p. 25, 39.

State Agencies

Most States have departments or commissions, under various names, to deal with the following matters of concern to recreation enterprises:
Forests, p. 9, 26, 27, 31.
Game and fish, or wildlife conservation p. 9, 16, 21, 22, 25, 26, 27, 31.
Health and sanitation, p. 13, 15, 16, 23, 25, 30, 32.
Highways, p. 26, 27, 30.
Parks, p. 9, 26, 27, 30.
Soil and water conservation, p. 9, 17, 26, 27, 38, 39.
Travel, p. 34, 36.

Local Agencies

Most counties and cities have counterparts of the State agencies, mentioned above, dealing with specialized problems, particularly health and sanitation, safety, highways, and parks. In addition, the following are major sources of local information:

Cooperative Extension Service, (county agent), p. 6, 9, 24, 27, 30, 31, 32, 34, 36, 39.
Soil conservation district, p. 6, 9, 26, 27, 30, 31, 38.
Watershed district, p. 38.
Rural Areas Development Committee, p. 6, 34.

Private Organizations

A number of associations provide service to operators of different kinds of recreation enterprises. They are listed in directories that are available in most chamber of commerce offices and public libraries.

Books and Bulletins

Publications of the U.S. Department of Agriculture (USDA) marked by an asterisk are available on request from your county agent or the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250. Many are available from the local, State, and Federal offices of the Soil Conservation Service (SCS).

General

A guide to books on recreation. Issued annually. National Recreation Association, New York. 25¢.

Recreation enterprises

*Forest recreation for profit. AB–265. 1962. 27 p.
Manual and survey on small lake management—recreation that pays its way. American Institute of Park Executives, Inc., Wheeling, W. Va. Management Aids Bulletin 8. 1961. 44 p. $2.
Picnic facilities survey. American Institute of Park Executives, Inc., Wheeling, W. Va. Management Aids Bulletin 5. 1961. 24 p. $2.
Refreshment stand survey. American Institute of Park Executives, Inc., Wheeling, W. Va. Management Aids Bulletin 6. 1961. 32 p. $2.
Vandalism—how to stop it. American Institute of Park Executives, Inc., Wheeling, W. Va. Management Aids Bulletin 7. 1961. 40 p. $2.

Community development

*Outdoor recreation in small watershed projects. PA–500. 1962. Folder. (Available from SCS offices.)
Better hunting and fishing on small watershed projects. U.S. Dept. of the Interior, Bureau of Sport Fisheries and Wildlife. C–100. 1960. 11 p. 10¢.

Land use and conservation

*Make your farm pond safe: prevent drownings. PA–396. 1961. Folder. (Available from SCS offices.)
Working drawings for basic facilities for campground development. AB–264. 1962. 24 p. 20¢, Supt. of Docs., GPO, Washington, D.C., 20402.
*What is a conservation farm plan? L–249. 1961. 7 p.
*What is a conservation ranch plan? L–460. 1959. Folder.
Conservation of the camp site. American Camping Association, Bradford Woods, Martinsville, Ind. 1960. 36 p. 75¢.

Structures

Manual of septic tank practice. U.S. Public Health Service. Pub. 526. 40¢.

Although Park and Recreation Structures, published in 3 volumes by the National Park Service in 1938 is out of print, the following separates can be obtained from the Superintendent of Documents, GPO, Washington, D.C., 20402:

Barriers, walls, and fences. 8 p. 10¢.
Cabins. 40 p. 30¢.
Campfire circles and outdoor theaters. 16 p. 15¢.
Comfort stations and privies. 22 p. 20¢.
Concessions and refectories. 14 p. 10¢.
Crossing, culverts, and bridges. 32 p. 25¢
Dams and pools. 8 p. 10¢.
Drinking fountains and water supply. 26 p. 20¢.
Entranceways and checking stations. 22 p. 20¢.
Incinerators and refuse receptacles. 8 p. 10¢.
Organized camp facilities. 88 p. 50¢.
Picnic fireplaces. 14 p. 15¢.
Picnic shelters and kitchens. 28 p. 20¢.
Signs. 18 p. 15¢.
Trail steps. 8 p. 10¢.
Warehouses and laundries. 8 p. 10¢.

Fish and wildlife

*Making land produce useful wildlife. F–2035. 1960. 30 p.
*Managing farm fields, wetlands, and waters for wild ducks in the South. F–2144. 1959. 14 p.
*Managing farm fishponds for bass and bluegills. F–2094. 1955. 18 p.
*Trout in farm and ranch ponds. F–2154. 17 p. 1961.

Insect control

*Ants in the home and garden. G–28. 1963.
*The black widow spider. CA–3.
*Chiggers—how to fight them. L–403. 1963.
*Cockroaches—how to control them. L–430. 1958.
*Controlling mosquitoes in your home and on your premises. G–84. 1962.
*Fleas—how to control them. L–392. 1962.
*The house fly—how to control it. L–390. 1963.
*Wasps—how to control them. L–365. 1962.

Pony rides are popular with children and can be made an attractive feature of a farm recreation enterprise.

Picture Negative Nos.—Cover: 451512, NPS WASO–A–639, Okla–11842, 495418; frontispiece: Tex–49845; p. 1: Cal–7275; p. 5: Neb–1740; p. 7: 499433; p. 8: Ark–62–267, Mo–1953; p. 9: Conn–10283; p. 10: S–11536; p. 11: Ohio Dept. of Development 1066–1, Conn–10285; p. 13; Va–W–31; p. 14: Neb–2074; p. 15: NY–987; p. 16: Mont–306; p. 17: Okla–11872, Kan–1947; p. 18: 480241; p. 19: 465020; p. 20: Conn–10267; p. 21: Md–30384; p. 22: Pa–966; p. 23: Kan–1932; p. 25: N–39619; p. 26: Okla–11168; p. 27: W. Va–859, Okla–11848; p. 31: Wn–90243; p. 32: Tenn–D29–1, W. Va–708; p. 35: Ark–62220; p. 38: Va–W–51; p. 44: NC–D11–39.

U.S. GOVERNMENT PRINTING OFFICE: 1963 O—693-616